

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, October 1, 2015

Volume 23, Number 20

GENERAL:
G CBC CEO Hubert Lacroix hit back at Stephen Harper Tuesday saying CBC has healthy ratings but is crippled by a broken funding model. *"It's not about a lack of audience,"* he said after the CBC's annual general meeting in Winnipeg. Lacroix was responding to comments made by Harper during a Quebec private radio interview in which he said CBC's problems resulted from a lack of audience, not government cutbacks. Also coming from the CBC AGM:

- CBC will focus on its digital platform and has a goal of doubling its users to 18 million a month by 2020
- Supper hour newscasts will be pared down to between 30 and 60 minutes
- TV news inserts will be added throughout the evening
- There is no "fire sale" of CBC property planned although there will be consolidation where it makes sense...

As our deadline approached for this week, there was still no word on further *Bell Media* layoffs expected this morning (Thursday), Oct. 1. Staff was told back in August that plans to re-energize Bell Media would affect all levels of the organization...

Numeris TV data now available through our API



Unlock audience insights

Save time and frustration with the industry's first Numeris TV audience data API. Nowhere else can you get seamless access to TV audience data directly in your in-house systems, giving you confidence in the numbers and allowing you to make better decisions.

nlogic

Find out more

Prime Minister Harper has been criticized for his failure to address allegations of long-term systemic corruption at the *CRTC*. The *One Media Law* report issued this week points to what it calls a "highly unorthodox wealth redistribution scheme" which benefitted private corporations to the tune of millions of dollars over a period of 20 years. The report, authored by former broadcaster **Keith Mahar**, claims that the original phase of the scheme served to unjustly enrich cable television companies...

BAM (Broadcasters Association of Manitoba), during its annual fall conference in Winnipeg, honoured **Joe Pascucci** and **Tim Jones**. Pascucci, appearing on *Global TV* for more than 32 years and demonstrating "an incredible commitment and compassion to Manitoba's sports scene," was presented with the *Hall of Fame - Broadcaster Award*. Jones was honored with the *BAM Excellence Award*. He began at *CKND-TV Winnipeg* in 1977 as a film editor and worked his way up through a number of television crafts, including VTR, producer/director, operations manager, business manager, and general manager/sales manager at *Global TV Winnipeg*. The award recognizes Jones's significant contributions to the broadcast industry... Also at *BAM*, the 2016-2017 Board is: President, **Cam Clark**, *Westman Communications* * Vice President/Communications, **Ben Lucas**, *Rogers Media* * Secretary/Treasurer, **Wendy Friesen**, *Golden West* * Awareness, **Anne Skyrinsky**, *CTV Bell Media* * Sponsorship, **Darrell Friesen**, *Golden West* * Engagement, **Heidi Rasmussen**, *Jim Pattison Broadcast Group* * **Craig Pfeifer**, *Rogers Media* * **Scott Armstrong**, *Corus Entertainment* * and **Brent Williamson**, *Global/Shaw*...

Waterloo-based *Sandvine* says its latest Canadian Internet usage trends show *Netflix* accounting for over 34% of downstream traffic in peak evening hours and *YouTube* continuing to be the single largest source of mobile traffic...

The Millennial generation isn't as uninformed as some may believe. Rather, they're more nuanced and complicated than the stereotypical Millennial. The *American Press Institute*, which paid for a study of them, hoped that by doing so it could provide insight on how journalists can better reach and hold the audience under 35. There are four main Millennial categories: The Unattached, The Explorers, The Distracted and The Activists. The 18-24 Unattached tend to stumble onto their news and information while looking for other things online. Only one of three follows the news. The Explorers are also under 25 but one in six actively seeks to stay informed. The 25-34 Distracted are accidental news consumers, in some ways less engaged than the younger unattached crowd. Most of their attention is given to items of relevance to their jobs, their kids or lifestyle. The Activists, also 25-34 make staying informed a priority because they're inspired to care about what's going on in the world. Two-thirds say following news makes them a better citizen.

RADIO: Earlier this week, *Toronto Maple Leafs* management said it was killing the long-time practice of allowing broadcast crews to travel with the team on away games. That would have left long-time play-by-play radio voice **Joe Bowen** calling road games from a TV feed inside a Toronto studio along with **Jim Ralph**, the colour analyst. As you know, *BCE* and *Rogers* hold an equal majority stake in *Maple Leaf Sports & Entertainment*.

 <p>HARVARD BROADCASTING — A HILL COMPANY —</p>	<p>Interactive Manager - Calgary For Details, or to Apply, Click HERE.</p>
---	---

Bowen and Ralph are paid by *Bell Media* and Rogers since both groups divvy up the games on each other's air. But public pressure, and some behind the scenes 'suggestions', appear to have had their effect. The two radio men still won't be aboard the Leafs' plane but Rogers and Bell Media will now pick up the hefty tab for commercial flights...



J. Robert Wood

J. Robert Wood is the 2016 recipient of the *Allan Waters Broadcast Lifetime Achievement Award*. Wood, the PD at *1050 CHUM Toronto* from 1968 through the mid-'80s, presided over "maybe the greatest radio staff ever put together," said former CHUM Chairman *Jim Waters*. *Canadian Music Week* describes Wood as "an innovator and veteran of the industry for more than five decades". The induction ceremony takes place during the *CMW Radio Music Awards* luncheon May 6 in Toronto. For J. Robert Wood in his own words, read 'I Remember CHUM' from the September, 2007, edition of *Broadcast Dialogue*. Click [HERE](#)...



The 105.5 Hits FM launch party Sept. 24 saw all Uxbridge councillors, the mayor and CRTC Commissioner Raj Shoan in attendance.

105.5 Hits FM (CIUX-FM) Uxbridge is on the air. The 900-watt commercial station launched Sept. 21 with the sound of 16-year old *Julien Kelland*, a local rising star, singing *You + Me*. The station is owned by Ed and Frank Torres. *Dan Pollard*, an Uxbridge resident who's held positions with *Q107 Toronto*, *The Fan 590 Toronto*, *CBC* and *TSN*, is the morning show host. Afternoon host is *Patricia Lever*. Frank Torres is GM and will soon be joined by sales reps, a news director and a morning co-host...

The *CRTC* has approved an application by *Newcap* to delay – to Feb. 20/17 – the launch of a new FM station in Hinton. *Newcap* told the Commission that the extension was required because of Alberta's softening economy...

KISS 92.5 Toronto is the first Canadian music radio app available on the *Apple Watch*. It joins non-music *Rogers* brands, including *680NEWS Toronto*, *NEWS1130 Vancouver* and *660NEWS Calgary*...

The Cape 94.9, *CJCB 1270* and *MAX 98.3 FM Sydney*, in conjunction with the *Cape Breton Regional Hospital Foundation*, raised \$691,933 during a 12-hour radiothon late last week, up from \$586,273 raised last year. The *Maritime Broadcasting System* stations' annual *Cape Breton Cares Radiothon* raises funds through its listeners for helping to cover cancer treatments, neonatal intensive-care, the purchase of critical equipment as well as a host of related health care necessities. This year's goal is to buy a linear accelerator for the *Cape Breton Cancer Centre*...



News Person - Kamloops

For Details, or to Apply,

Click [HERE](#).



Kevin Bell



Jon Eisler



Walter Ploegman



Beverly Shenken



Wayne Watson



Martin Markle

REVOLVING DOOR:

R*Bell Media's* Kevin Bell, the GM of *CTV 2 Victoria* and of *CFAX 1070/107.3 KOOL FM Victoria*, is no longer with the company. He took on those duties on an interim basis after Jim Blundell left and was appointed to the job in Nov./11. Before that, he was the sales manager at then *CTV-owned 'A' British Columbia* (Victoria). Before that, he was the sales manager at CFAK/KOOL-FM...

Three promotions at *Blackburn Radio*. Jon Eisler, the operations manager at *FREE 98.1 FM (CKLO-FM) London*, adds director of sales for the company to his duties, Walter Ploegman, the GM at Blackburn's three stations in Chatham (*CFCO, CKSY* and *CKUE*) is now also director of operations for the company, and Dan Wylie, the PD who joined FREE 98.1 in Feb./13, adds director of programming for all Blackburn stations. All three report to company President Ron Dann...

Beverley Shenken has been promoted to VP, content & general manager at *ZoomerMedia's* television division. The 30-year broadcast veteran's responsibilities include overseeing the company's four television channels: *Vision TV, fitness and lifestyle channel ONE, Joy TV Vancouver* and *HOPETV, the Nation's Faith Station*. Most recently, she was managing Vision TV...

Sarah Jane Flynn has become the VP of content at Vancouver-based *Paperny Entertainment*. Flynn, formerly the senior director of original factual content at *Shaw Media*, will be based in Toronto...

Wayne Watson, an instructor of Broadcast Systems Technology at *SAIT Polytechnic* in Calgary, retired yesterday (Wednesday) though he will be working under contract through to Christmas. His career has been vast, starting in 1971 as a technician at *CTV Winnipeg* (then *CKY-TV*), a technician at *Ampex* in Toronto from 1973 to 1975, a technician at *CITV Edmonton* (now *Global Edmonton*) from 1975 to 1981, and as the Western Canada sales manager for Ampex based in Calgary. It was in 1995 that Watson began at SAIT...

Rob Johnston, the long-time creative director, writer and producer at *Corus Radio Toronto*, is no longer with the company following restructuring...

After 32 years, Bill Thorn has left *Big Dog Regina* and broadcasting to work full-time at the *Regina Humane Society*. Thorn's on-air and sales career stops included *CFBK Huntsville* and *CJME Regina*...

Martin Markle has returned to the *CBC* as senior director, children's content and Zach Feldberg has become executive in charge of production, digital originals...



Zach Feldberg

Promotions and hires at *Shaw Media's* original content team include:

Lisa Godfrey, promoted to head of original content from her director of programming and scheduling position

Robyn Hutt, director of factual content, is new to Shaw, moving from the U.S. where she worked for several well-known brands

Krista Look, director of lifestyle content, is also new to Shaw from, most recently, *CBC-TV*

Rachel Nelson, director original dramatic content, promoted from within the content team

Lynne Carter, manager of factual content and business affairs, also promoted from within the content team

Nancy Franklin, manager of original lifestyle content, promoted from production executive at Shaw Media

Marni Goldman, production executive, lifestyle, is a new hire, ex of *Rogers Media* where she was a production executive, and

Larissa Laycock, production executive, lifestyle, is also new to Shaw. Most recently she was a story editor on *The Amazing Race Canada...*



Lisa Godfrey



Robyn Hutt



Rachel Nelson

Lew Dickey, the founder and CEO of *Cumulus*, has become vice-chairman after this year's financial collapse which saw the company's share price drop by nearly 84%. The restructuring includes **Mary Berner** who's been promoted to CEO. **John Dickey**, Lew's brother, has exited.

SIGN-OFFS:

Renee Roth, in Toronto of cancer. She was a regional VP at *Marketron* and an associate professor at *Humber College* at her passing. Before that, Roth was president of *RHR Development* and a GSM at *Corus Entertainment*. Her service is Friday at 11:30 at the Benjamin Park Memorial Chapel...



Renee Roth

Brian Brenn, 71, in Vancouver of cancer. The long-time *NEWS 1130 Vancouver* anchor was one of the original staff members when the station signed on in Feb./'96. Brenn's broadcast career spanned over 50-years and included stations in Montreal and Ottawa. He was also a non-practicing lawyer and held three university degrees.

TELEVISION:

CTV's W5 begins its 50th season on Saturday. Launched in 1966, *W5* was a forerunner and inspiration to *60 Minutes* on *CBS...*

CBC has won an International *Emmy Award* for its news coverage of the ebola crisis. The award-winning team members are senior correspondent **Adrienne Arsenault**, producer **Stephanie Jenzer** and videographer **Jean-François Bisson...**

Globalnews.ca is now using *ReadSpeaker*, a text-to-speech converter that reads text on websites aloud. A spoken version of text can be heard on virtually any device, especially for those who struggle to read or comprehend online content. The *Canadian Literacy and Learning Network* says more than four in 10 adult



SHERATON WALL CENTRE

OCTOBER 18-20,2015

VANCOUVER B.C.

INFO@WABE.CA / WWW.WABE.CA

Canadians have trouble reading this sentence. *Global News* is the first news organization in Canada to offer it...

Corus Entertainment has launched the *WATCH Disney Channel* app...

DHX Media of Halifax will raise its dividend and buy back up to 10% of its outstanding shares over the next year. The producer of child- and youth-oriented TV programs' fourth quarter ended June 30 showed annual revenue more than doubling to \$264 million, adjusted earnings more than tripling to \$38.4 million and net income rising 150% to \$1.5 million or 16 cents per share...

The *CRTC* has a new 'Wholesale Code' covering BDUs, stations/networks/specialty services and exempt media. You can read the decision here: <http://www.crtc.gc.ca/eng/archive/2015/2015-438.htm>. If, after reading it, you're no further ahead try for clarification through the Commission's 'Interpretation of the Wholesale Code' at <http://www.crtc.gc.ca/eng/archive/2015/2015-440.htm>...

The *Canadian Media Production Association* (CMPA) says its *Prime Time in Ottawa 2016* will take place Feb. 3-5 at The Westin Ottawa. The event will focus on innovation, entrepreneurship and growth in international and digital markets, and in the evolution of legacy media...

HBO, described as "the world's most successful pay-TV service", will be honoured at the *37th Banff World Media Festival* June 12-15 as the year's Company of Distinction. Richard Plepler, the chairman/CEO of HBO, will deliver the keynote...

Groupe Média TFO has released tfo.org, a web platform that offers video on demand and allows web users to engage in a new digital experience specializing in playful, educational content. It offers over 9 000 videos and games, 5,600 pieces of educational content for children between 2 and 6 years, mobile applications, colouring spaces, lighthearted skits, reports on different topics and musical sessions by Francophone artists...

SUPPLYLINES:

S*Nlogic* has launched *Conex*, their application program interface (API). *Numeris* TV data is now accessible via the *Conex* API, providing clients with access on demand. Radio PPM data will be added over the next few months...

PUBLISHER'S NOTE:

PIn my corner of the world there are a number of retirees, some very young and many well into their 90s. One of the older ones learned that I had something to do with broadcasting and asked, among other things, about the stations where I'd worked. When I mentioned CHUM Toronto as one of them, her eyes lit up and she said that her mother had once been paid for a news tip she'd given to CHUM but had never cashed the cheque, and my neighbour promised to show it to me. That conversation was a long time ago. But this week, as I walked by her house, she called out saying that she had a cheque for me and handed over an envelope. A cheque for me? Imagine my delight and wonder as I saw the letterhead:

CHUM

The Friendly Station

TELEPHONE ELGIN 4271

TORONTO 1, ONTARIO

Even more astonishing was the date on the letter: April 9, 1948.

The note, from CHUM news editor **Ron McAllister** (who I believe moved onto a broadcast journalism career with *CBC*), thanked her for the tip and closed with *"Tell all your friends of our daily cash offer for news leads. Ask them to 'live with their eyes open' as you so obviously do. Ask them to call me at CHUM's newsroom when they, too, find news of interest."*

The cheque, payable to Mrs. Buford, is in the amount of one dollar, issued under the station owner's corporate name, *York Broadcasters Limited* and signed by President John H.Q. "Jack" Part, the man who sold CHUM to Allan Waters six years later.



An open **letter** to Doug Rutherford

Hello Doug,

I applaud your article (*The three words that are destroying News/Talk radio in Canada, Broadcast Dialogue*, Sept. 17/15 [[click HERE](#)]) but take one issue with your position. I've been a broadcasting and telecommunications attorney for a long time, and spent two years at the CRTC beginning in 1976. Nearly 40 years has been spent working with private broadcasters, 37 of them as a lawyer.

You seem to heap a lot of blame on the CRTC. That's somewhat well-founded because the CRTC's two FMs to a market rule is rather bizarre particularly when all of the "good" frequencies on FM were allocated years ago.

But there are a handful of second adjacency frequencies that might be shoe-horned into some cities with low power FM rebroadcasts, the type that they have in the U.S. But the CRTC has ruled time and again that Corus, Rogers, Bayshore and others are only entitled to two FMs. Regardless of power. I ran into this same buzz-saw recently when my client applied for and was granted an 82-watt repeater for an ailing AM station. 82 watts! My microwave oven uses more energy.

And it was 82 directional watts, mainly in the direction where people aren't located. It certainly works downtown where AM is horrible, but I digress.

There is no CRTC rule or any policy that would preclude a broadcaster from flipping an AM all news or News/Talk or Sports/Talk station to FM.

The reality is that the Rogers's and Corus's and Bell's of the world have had ample opportunity to eradicate poorly



by Mark Lewis

performing FM Pop stations that replay the same songs over and over and over, in markets crowded with stations seeking the same 25-54 or 18-35 demographic.

But they have chosen not to sacrifice those poorly performing formats with News/Talk.

Why is that? Blame the CRTC?

No, blame the bean-counters and the front office managers who have largely written off older listeners who might prefer to hear intelligent talk with some money thrown behind these shows for researchers, interns and folks who will schedule compelling guests.

How do I know that? Well, I've lived that life a couple of times in my long career. Case in point, I "opened" CJSB which was designed to be a hard-hitting News/Talk station in Ottawa. I was to do open line and twice daily editorials. Then a few weeks before the station launched the budget was slashed with little or no support for the talk shows, researchers were never hired, it was a disaster. WKRP on steroids.

That station has probably morphed six or eight times to various youthful formats that are named after animals, people or parts of the anatomy. The last name was, I believe, The Bear.

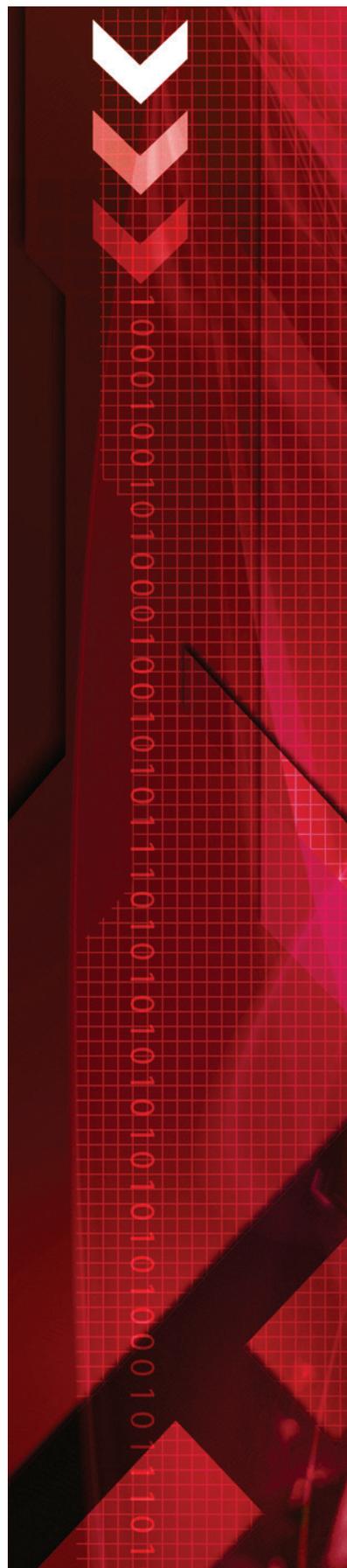
Doug, you and I know the names of the guys responsible for the cheapening of AM Talk radio. In this case I don't blame Jean-Pierre Blais or any of the commissioners.

I could flip any Toronto AM talk station to FM by this evening, with nothing more than a letter to the CRTC. No advance permission. No public hearing. No nothing. That's the truth. There are no conditions of licence for AM or FM that preclude News/Talk.

Technically, if a music station devotes a high percentage of its airtime to that format on FM, it needs CRTC approval to flip, but in Quebec approvals have been obtained after the fact. In several cases, FM stations flipped to News/Talk or Sports and then asked for "absolution" afterwards. So, yes, approval is needed but, to my knowledge, has never been refused. It works a bit differently when you flip News/Talk that was licensed in a competitive hearing process to a music format. That happened in New Brunswick when Rogers sold two News/Talk FM stations, but that was pretty much a formality and probably part and parcel of the sale process.

The Quebec cases saw FM stations with specialty formats being flipped to News/Talk, and there were some compliance issues as to whether or not those stations had been operating within their previous formats. But, in the end, all was forgiven by the regulator.

By the way, in the U.S. many stations, including the Clear



Channel group, have embraced low power FM translators as well as HD-2 and HD-3 channels on IBOC. So they get as many as two new shots at listeners on FM. Wow. Every new listener helps.

Okay, you will argue, IBOC, what's that? Well, the Americans chose wisely in my view a technology that works. We chose a turkey. DAB: dead and buried.

Most U.S. and foreign car makers are including HD radio in cars as standard equipment. There are millions of those cars on U.S. roads. A few hundred-thousand on Canadian roads but in the next five to 10 years that will be in the millions as fleets turn over.

Corus just put talker AM640 Toronto on HD-2 at its 95.3 FM Hamilton station. Strange combination, eh? I bet they don't spend the cost of a Starbucks latte promoting this technological development. The signal is great on my three HD radios. The sound quality even in downtown Toronto, for a Hamilton transmitter, is tremendous. But probably just a band-aid without promotion.

You probably don't recall the dawn of FM. I was there. Ted Rogers sold CHFI-FM Toronto radios through the Simpson's stores. Yeah, right. Specially branded FM receivers with CHFI's frequency marked on the dial because there were no listeners except a couple of guys in smoking jackets listening to HiFi systems. Ted Rogers knew how to promote a nascent technology and make it successful. The same could be done for News/Talk in HD on FM.

His heirs and the other big corporate radio execs have no idea, no vision. But I'm getting off topic.

I would expect that the Zoomer Radio 82-watt FM translator of 50 KW blowtorch AM740 Toronto will be a shocker to some. I'm betting it gets some numbers on FM. Even at 82 watts, the Talk/Music format sounds great in both of my cars and in my home where AM was almost un-listenable downtown.

I've probably said too much. Good article but I wanted to correct—and put blame where it probably belongs.

Mark Lewis is a partner at the law firm of Lewis Birnberg Hanet, LLP in Toronto. He can be reached at mlewis@lbhmedialaw.com.

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • howard@broadcastdialogue.com

Thursday, October 8, 2015

Volume 23, Number 21

SIGN-OFFS:

S Max Keeping, 73, of cancer in Ottawa. Keeping, a working journalist for 52 years, was the anchor of *CTV News Ottawa* for 38 years before retiring in 2010, and he was the 'Godfather' of local charities. Keeping established a foundation in his name, was the M.C. of telethons, was a hero in championing such events as *The Canadian Cancer Society Relay for Life*, and had a wing of *CHEO*, the *Children's Hospital of Eastern Ontario*, named in his honour. Keeping was inducted into the *Canadian Association of Broadcaster's Hall of Fame*, was a member of the *Order of Canada*, and a member of the *Order of Ontario*...



Max Keeping



André Lallier

André Lallier, 52, of cancer in Montreal. He was the content director at *ÉNERGIE 94.3* and *CHOM 97.7 Montreal*. Lallier joined *CKMF* (now *ÉNERGIE*) in 1983. His career began at now-defunct *Radiomutuel*, then *Astral* and *Bell Media*.

REVOLVING DOOR:

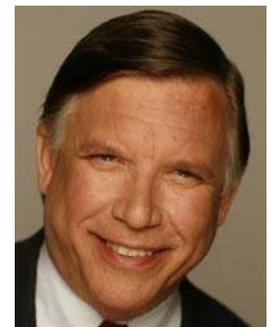
R The latest in the continuing *Bell Media* reorganization which occurred late last week saw the departures of:

Lisa Beaton

CTV News Channel GM. (She was promoted to GM *CTV News Channel* in January of this year. Before that, was the executive producer. Beaton joined *CTV News* as senior producer in 2012, moving from *CBC Television* where she was a producer for 13+ years.)



Lisa Beaton



Mark Sikstrom

Mark Sikstrom

Executive producer of product and technology innovation at *CTV News*, and editor of journalistic policy and practices. (His *CTV* background covers 20 years in such capacities as the most recent, as executive producer, *CTV.ca* and *CTVNews.ca*, executive producer, news syndication, executive producer/channel head, *CTV News Channel*, and as a *CTV Washington* correspondent.)

Kevin Bell GM, *CTV Two Vancouver Island* and *CFOX/KOOL FM Victoria*

Louis Douville VP/GM, *CTV Montreal* and *CJAD/CHOM-FM/Virgin Radio 96/TSN 690 Montreal* and French-language stations *Rouge* and *Energie*. (Douville began with CTV in 1985 as a sales rep at *CTV Edmonton*. From there, he was promoted to GSM at *CTV Saskatchewan*, then to VP/GM at *CTV Ottawa*, and to *CTV Montreal* in Jan./'12.)



Louis Douville



Lloyd Lewis

Mike Elgie VP/GM, *CTV/CTV Two Atlantic*. (Elgie also began with CTV in 1985, serving as station manager/sales manager at *MCTV Sault Ste. Marie* for 12 years and 18 years at CTV Atlantic.)

Steve Fawcett VP/GM/GSM, *CKPT/Country 105 Peterborough/BOB FM Lindsay*. (Fawcett began at *CKPT/CKQM-FM Peterborough* in the mid '80s as an on-air host, then moved into sales, became sales manager and, in 1999, took over as operations manager. When *CHUM Ltd.* bought *CKLY-FM Lindsay* in 2000, Fawcett became responsible for day-to-day operations there in addition to those at Peterborough. His entire career, so far, has been in one spot.)

Lloyd Lewis VP/GM, *CTV Edmonton* and *CTV Two Edmonton*. (In his latest role for almost 11 years, Lewis's background includes being the promotion manager at *CTV Calgary*, the GM at *CKRD-TV Red Deer*, promotion manager at *Global Winnipeg*, producer/director at *Global Saskatoon*, and as a director/switcher at RDTV Red Deer.)

Eric Proksch VP/GM, *939 The River/89 X/CKLW/CKWW Windsor* and *CTV Two Windsor*

Marlène Trottier GM, *Radio Abitibi*. (She had been the GM for the Abitibi-Témiscamingue market just over 15 years. Before that, Trottier was a sales manager at *Astral* and, before that, an Astral sales consultant.)

Moving into new positions are:

Lis Travers Succeeds Lisa Beaton as GM, *CTV News Channel*, after having spent 11 years as VP/executive producer of *Canada AM*

Nanci MacLean VP, in-house production, is now responsible for entertainment content on *Canada AM* and for the show's staff. News and editorial content on Canada AM remains with *CTV News* President Wendy Freeman

Dany Meloul Becomes VP of programming for *Bell Media's* non-sports French-language TV. (A Québec media industry veteran, Meloul worked as Bell Media's assistant general counsel and, before that, at Astral.)



Lis Travers



Broadcast Technician - Vancouver

For Details or To Apply,
Click [HERE](#).

Bell Media operations are now divided into three territories: Quebec; Ontario and Atlantic Canada; and Western Canada.

Martin Spalding

VP/GM, Local Radio and TV, Québec

Reporting to him are: **Guy Bellehumeur**, GM/SM, *Rouge fm/ENERGIE 92,1 Drummondville*; **Denis Bouchard**, GM, *Montréal*; **Patrick Côté**, Ass't GM, *ENERGIE 98,9/Rouge fm 107,5 Québec*; **Peter Georgariou**, GM, *Rouge fm 94,9/ENERGIE 104,1 Gatineau*; **Nathalie Johnson**, GM/SM, *ENERGIE 106,1/Rouge fm 102,7 Sherbrooke*; and **Richard Turcotte**, GM, *ENERGIE 94.5 Saguenay*



Martin Spalding

Dave Daigle

Regional VP/GM, Local Radio and TV, Ontario and Atlantic Canada.

Reporting to him are: **Patrick Brennan**, VP/GM New Brunswick and Truro Radio; **Richard Gray**, VP/GM Radio and TV, Ottawa and Pembroke; **Robert Harris**, VP/GM, St. Catharines and Hamilton Radio; **Greg Hinton**, VP/GM, Kingston and Brockville Radio; **Scott Lund**, VP/GM, CTV Northern Ontario; **Trent McGrath**, VP/GM, Halifax Radio and CTV/CTV Two Atlantic; **Val Meyer**, VP/GM, Toronto and Peterborough/Lindsay Radio; and **Don Mumford**, VP/GM, Radio and Television, London/Windsor/Barrie.



Dave Daigle

Daigle will also be responsible for Kitchener TV and radio until further notice

James Stuart

Regional VP/GM, Local Radio and TV, Western Canada.

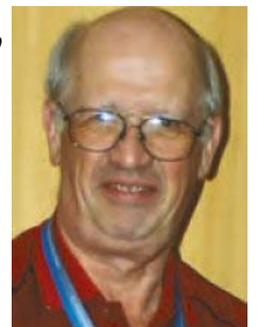
Reporting to him are: **Len Perry**, VP/GM, Alberta Television; **Stewart Meyers**, VP/GM, Calgary Radio and VP, Edmonton Radio Operations. Reporting to Meyers are: **Patrick Cardinal**, GM, Edmonton Radio; **Jeff Bollenbach**, GM, Radio and TV, Manitoba; **David Fisher**, GM, Radio and TV, Saskatchewan; **Robert Gray**, PD, TSN Radio; and **Ken Kilcullen**, GM, B.C. Interior Group



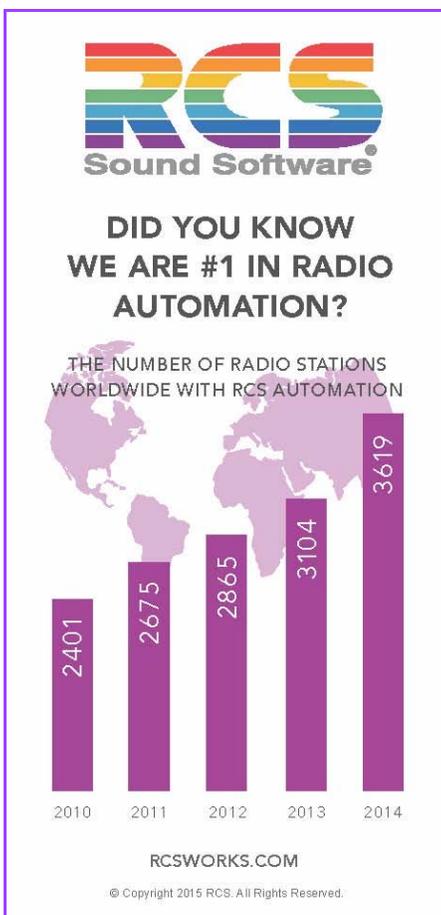
James Stuart

Expect more cuts at *Bell Media* at mid-November, this time affecting less senior and non-management positions...

David Youell, the senior engineer at *Bell Media Radio Vancouver*, says he will retire at year's end. He's been in the business since 1971, getting his start at *Sunwapta Broadcasting's CFRN Edmonton*. In 1974, he joined **Stan Davis's Broadcast Technical Services** in Vancouver. In 1995, he moved to *CHUM Vancouver* as chief engineer. He held that post until 2014 when he decided to step down to the senior position. In 2010, Youell was honoured with the *Rohde & Schwarz*



Dave Youell





RF/IT Engineer - Southern Ontario

For Details or To Apply,
Click [HERE](#).

680 CJOB Winnipeg Traffic Reporter **Brian Barkley**, after 39 years at the station, will retire at month's end. He began his broadcast career at CJOB in 1976 doing evening and weekend newscasts...



Brian Barkley

CRTC Secretary General, **John Traversy**, will retire Dec. 11. He joined the Commission in 1988 and served in a number of roles, including executive director of telecommunications, director general of telecommunications policy, consumer affairs and telemarketing, and also spent nearly 20 years working in the broadcasting sector...

Roundhouse Radio, the new station in Vancouver to be launched shortly, says **Kirk LaPointe** remains its *OUR CITY* morning host. Yesterday (Wednesday), *Business in Vancouver Media Group* announced he'd been appointed as its VP, audience & business development...

Jean Martin, GM at *Bell Media Radio Mauricie*, will retire Nov. 13 after 31 years at the station.

TELEVISION:

CBC News has made changes on local packages across Canada to on-air sets, times and manners in which it delivers news programming. Supper hour newscasts have seen start times change to 6 p.m. and, in some areas, depending on the region, a package may run for 30-minutes or be hour-long. And some areas have begun airing updates through the evening...

Rogers says it will launch 4K-ready gigabit Internet speeds, a new 4K set top box, Rogers 4K TV and a large commitment to live broadcasting in 4K with high dynamic range (HDR). HDR produces real-life images with richer colour saturation, contrast and resolution. Launch time is in April for next year's *Toronto Blue Jays* home opener...

Lionsgate Entertainment founder **Frank Guistra** has been presented with the *Vancouver International Film Festival's* inaugural *Screen Industry Builder Award*. In making the presentation, former CTV CEO **Ivan Fecan** spoke about Guistra's philanthropy and mentorship, positive thinking, and his strong Vancouver connections. He pointed out that Lionsgate Entertainment, in business for just 18 years, has joined the ranks of major studios alongside *Paramount*, *Fox*, *Warner Bros.*, *Disney*, and *Universal*...

Corus Entertainment is creating a Toronto-based animation production company in partnership with **Bento Box Entertainment** (the Los Angeles-based team behind many of Fox TV's prime-time programs). The collaboration will produce animated series targeted to 18-34s... **Corus Entertainment** has secured two premarket U.S. deals, one to *ABC Family* and the other to *Scripps Networks Interactive*. *Cheer Stars* (working title) goes to ABC while *Masters of Flip* goes to Scripps...

European weather solutions business, *MeteoGroup*, has an agreement to acquire *The Weather Network Commercial Services Division* (TWNCS) from *Pelmorex Media*. MeteoGroup says it's acquiring TWNCS for its expertise in the transportation and energy sectors...

Rev. David Mainse, the founder of *Crossroads* and *100 Huntley Street* will be back on air Oct. 14 for the show's 10,000th production. *100 Huntley Street* has been carried for 38 years by *Global Television* and, for a short period before that, on *CKVR-TV Barrie* (now *CTV Barrie*)...

While *The Fight Network* remains in English-Canada, the *CRTC* has revoked *Fight Media's* national French-language service, *Le Réseau des Combats*. The revocation was at the company's request... At *Corus Entertainment's* request, the *CRTC* has revoked the licence for *Cartoon Network*, the national English-language specialty Category B service...

Family CHRGD will be live tomorrow (Friday), the final network to be rebranded under *DHX Television's Family* banner. It will target kids 6-12...

Women in Film & Television Vancouver, continuing to create opportunities for women working in screen-based media, is offering the *WIFTV Actor Mentorship Program* and the *William F. White Production Management Mentorship for the Independent Producer*. Click <http://www.womeninfilm.ca> for details...

Shaw Communications, taking its lead from similar *WestJet* productions, surprised four Calgary area families for Thanksgiving. See it [HERE](#).

GENERAL:
CBC has made all of its digital display advertising inventory available for purchase through *Index Exchange's* header tag technology. *CBC* says the decision applies only to its private marketplace...

The *Canadian Association of Journalists'* ethics advisory committee, in a discussion paper, says newsrooms — primarily newspapers — must confront sponsored content ethical dilemmas. Guidelines must be established, says CAJ, that clearly distinguish between what is journalism and what is advertising. While no mention has been made about broadcasting — yet — CAJ says there are two major ethical issues: the potential deception of readers, and even self-deception within newsrooms; and conflict of interest involving journalists who both write critically and contribute to sponsored content on the same beat. To read the discussion paper, click [HERE](#) ...

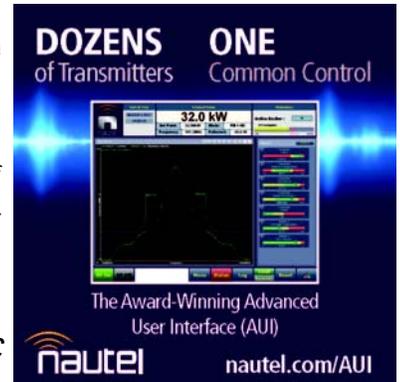
Management is encouraging journalists to engage audiences by leading *Twitter* chats, responding to comments left on news articles posted to *Facebook* and by using social media more broadly. The end goal, of course, is to develop relationships and drive people to news websites. Mixed feelings come about because some news employees' comments on social media have landed them in trouble. *Jayeon Lee*, an assistant professor in *Lehigh University's Department of Journalism and Communication*, says while many journalists and news agencies think social media will help promote their work, possible consequences are often underestimated, e.g. professional images damaged, ditto their news organizations...

RADIO:
Mark Kassof, in his continuing research of radio listening habits, compares dedication by loyal station

listeners to beer drinkers, calling it *"the 80-20 rule"* -- that is, 80% of beer is consumed by the top 20% of beer drinkers. Of things determined this year, Kassof found that:

- Nearly two-thirds of listeners have a strong preference for the station they listen-to most
- Format analyzing shows meaningful differences...
 - Christian radio loyal listeners hold the highest level of preference for their station, with 80% of them believing their station is a lot better than others
 - Gold/Classic listeners, by 72%, say their station is a lot better while 24% rate it as a little better
 - AC listeners have notably lower-than-average loyalty, with 53% saying their station is a lot better while 47% say it's just a little better
 - The other formats analyzed -- CHR, Country, News/Talk, Rock, Urban, Sports -- were all about average in their level of preference...

The *CRTC* has approved the application from *Kosiner Venture Capital* for a broadcasting licence to operate a new national pay audio programming service. *Evan Kosiner*, the applicant, said there would be at least 45 channels offering a variety of formats. Within three years after launching, he said, the number of audio channels would jump to 60. *Stingray Digital Group* is the only other company offering a similar service in Canada...



CBI-AM Sydney will add an FM transmitter in the Cape Breton city. The *CRTC* approved 92.1 with power of 6,540 watts to address CBI reception issues in the downtown area...

AM 640 (CFMJ) Toronto is being carried in HD under *95.3 Fresh Radio (CING FM) Hamilton*. By selecting the sub channel, 95.3 HD2, listeners with HD Radio can access it...

The *Grand Ole Opry* radio show celebrated its 90th anniversary last weekend in Nashville. Among artists on hand were *Carrie Underwood*, the *Oak Ridge Boys* and *Little Big Town*...

Two radiothons at the same time in Western Newfoundland & Labrador raised a combined \$211,288 for separate hospitals, one in Stephenville, the other in Port aux Basque. *CFSX Stephenville's* efforts were on behalf of the *Sir Thomas Roddick Hospital* while that of *CFGN Port aux Basque* was for the *Dr. Charles Legrow Health Centre*. Donations were split almost down the middle. Both institutions will benefit with such new equipment as ICU critical care beds, acute/transport non-invasive ventilators, cardiac monitors and a telehealth system...

Fairchild Radio (CHKT) Toronto's annual radiothon for the *Hospital for Sick Children* raised \$221,688. Since 2007 when Fairchild began the Sick Kids radiothons the cumulative amount has gone beyond \$1,222,300...

A \$3,000 *'Two Boobs in a Bucket'* fundraiser for breast cancer research raised \$4,500 at *CKSY-FM Chatham*. *Chris McLeod* and *Sam East*, co-hosts of *CK Mornings*, went up in the bucket of a specialized truck with the goal of reaching \$3,000 during their morning show.

Images from the Central Canada Broadcast Engineers Conference courtesy of

Ready For Action

Seamless integration of broadcast automation, RF transmission and studio systems. Plus, we don't have a problem with kryptonite!



Call toll FREE 888-508-4677 • www.pippintech.com



John McKay, Grundy
Telcom, Burlington



2015 Chicks in Broadcasting (or BroadcastHers) annual meeting: Jane Rusch, Sarah Haslip, Fran Buck, Zeno Jaworski, Sylvia Fantin, Johanne LeBuis, Veronique Lafreniere, Tracey Walsh, Anja Sondermeyer, Ingrid Christensen



Blaise Buxton, Yes TV Burlington



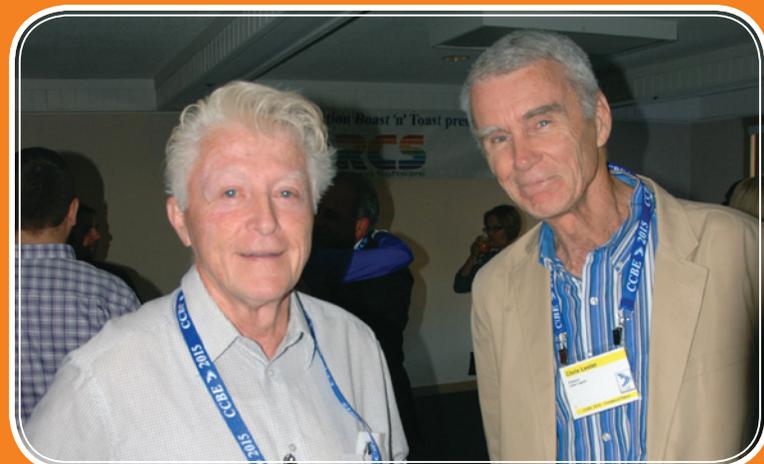
Wally Lennox, Bell Media Toronto
and Terry Kelly, Bell Media Kingston



Glenn Prins and Barry Slator,
Evanov Radio Group, Toronto



James Rainnie, CBC Transmission and Gabrielle Larouche, CRTS



James Gorman, Gorman Redich Manufacturing, Athens, OH
and Chris Lester, Lester-Legault, Montreal

Images from the Central Canada Broadcast Engineers Conference courtesy of

Ready For Action

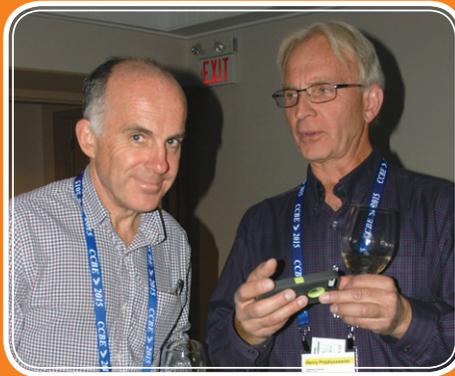
Seamless integration of broadcast automation, RF transmission and studio systems. Plus, we don't have a problem with kryptonite!



Call toll FREE 888-508-4677 • www.pippintech.com



Tim Trytten, the Alberta emergency alert/GIS coordinator for the Alberta Emergency Management Agency and keynote speaker, presented with the CCBE's thanks by President Peter Warth



Jeremy Cavanagh, Eyesat Ltd., and Henry Przybyszewski, CHEX TV Peterborough



Denis Barriault, Dougall Media, Thunder Bay and Kirk Nesbitt, Toronto



Francis Lacombe, Technostrobe, Coteau-du-Lac and Rick Brown, SBA Canada



Sarah Haslip and Richard Sondermeyer, GS Broadcast Technical Services



Barbara and Dave Haydu, Evanov Broadcast Group, Toronto

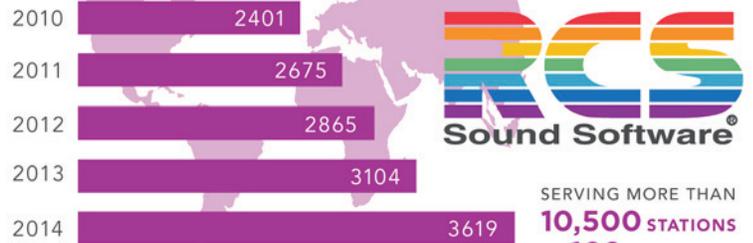


Brian Szweczyk, GatesAir and Sebastien Dumont, CBC

Images from the Central Canada Broadcast Engineers Conference courtesy of

DID YOU KNOW WE ARE #1 IN RADIO AUTOMATION?

THE NUMBER OF RADIO STATIONS WORLDWIDE WITH RCS AUTOMATION



RCSWORKS.COM © Copyright 2015 RCS. All Rights Reserved.



Wayne Scrivens,
Blue Ant Media, Toronto



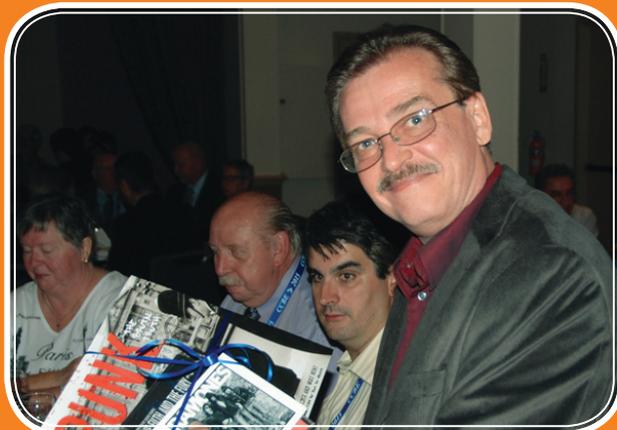
CCBE Board of Directors: Rob Enders, Ron Combden, Dave Storey, Peter Warth, Gary Hooper,
Lorne Anderson, Joanne Firminger, Denis Barriault, Mark Schemri, Larry Keats and Harrie Jones



CCBE Friday night reception barbeque



Kevin Dent, JOY 1250/CJMR 1320 Oakville



Scott Farr, RCS Canada, Winnipeg



Images from the Central Canada Broadcast Engineers Conference courtesy of

DID YOU KNOW WE ARE #1 IN RADIO AUTOMATION?

THE NUMBER OF RADIO STATIONS WORLDWIDE WITH RCS AUTOMATION



SERVING MORE THAN
10,500 STATIONS
IN **108** COUNTRIES

RCSWORKS.COM © Copyright 2015 RCS. All Rights Reserved.



Paul Stechly, Applied Electronics, Mississauga, receives the 2015 Ambassador's Award from Peter Warth



Peter Warth and David Haydu, winner of the 2015 CCBE Lifetime Achievement Award



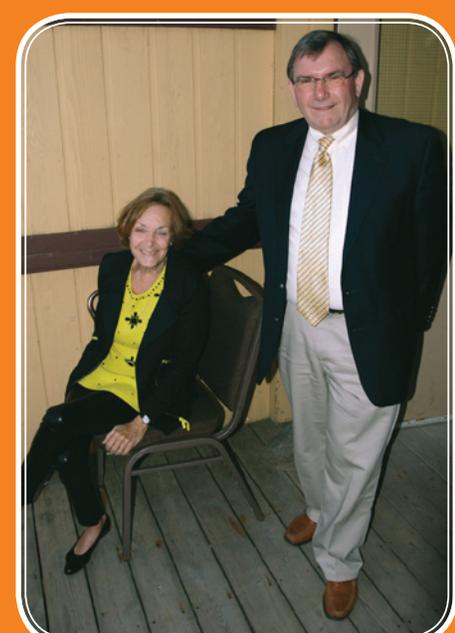
Darrin Paley, Wheatstone



Peter Warth presents Nat Polito of Bell Media Radio Toronto with the Rohde & Schwarz Engineering Excellence Award



Julia Maerz, ENCO Systems and Christy White, Nautel



Mary and Doug Kirk, Durham Radio



Ontario
Association
of Broadcasters

The **BUSINESS** of broadcasting

November 10 in Toronto, the Ontario Association of Broadcasters will present Connection 2015. This year's conference, on the off-chance that you missed the headline, is all about the business of broadcasting.

For those who follow the numbers, here are a few pertinent observations:

1. For the fiscal year 2015 completed August 31, we are looking at the third year in a row of flat to declining radio industry revenue. And the trend opening fiscal 2016 doesn't look much different
2. Costs, many of which we cannot easily control, such as power, tariffs and health care plans, are pushing upwards at rates which are multiple times higher than inflation
3. More licenses are being granted to further fragment available revenues over more outlets
4. Industry operating margins are being driven lower as a result of the first three points
5. If the status quo continues, it won't take too many years before the radio industry breaks downward to less than 10% operating margins, suggesting a very dim future.

Radio is an exciting, useful medium, that's still in high demand by the public. It has the ability to localize and empathize like no other. But in order to improve radio's long-term growth, our concentration needs to remain steadfastly on the business of radio. This will be our focus at Connection 2015.



by Doug Kirk



CONNECTION 2015

CONFERENCE & GALA AWARDS DINNER



The OAB Conference committee has been working since early this year to plan and deliver a fast-paced, high impact day full of useful information for the owners, managers and operators of Ontario’s broadcasting stations.

After our members-only AGM, the conference will kick into gear at 9:00 a.m. with a ‘big picture’ presentation by radio futurologist and global traveler, James Cridland. He addresses the question of how radio is evolving around the world and what applies here.

The second session that morning builds on the first by focusing on new technologies and research capabilities which provide radio the tools to survive in the digital world. Contributions to this session will be from Jeff Vidler of Audience Insights, Geoff Poulton from Vista Radio, Jeff Detweiler from Ibiquity and Jeff Smulyan from Emmis Broadcasting and NextRadio (I guess you could call it our Jeff panel!).

During the balance of the day, main room presentations build on the foundation of the first two. “Diving Deep into the Talent Pool”, “Why Digital and Social Media Matter to Radio” and “The Dollars and Sense of Sales and Programming” will explore in a more detailed and current way, topics which we must consider in order to improve our future. These panels are populated by industry leading talent and management who are under pressure to deliver results every day to their companies. We finish the day with a town hall discussion among industry leaders and CRTC Commissioner Raj Shoan.

The keynote speaker at the luncheon will be Tom Pentefountas, Vice Chair, Broadcasting, at the CRTC.

This year’s gala will feature a presentation to Patrick Grierson, president of Canadian Broadcast Sales, for the Ontario Hall of Fame Award. Celebrations include station Community Service Awards. Always a great way to spend an evening! FACTOR has generously sponsored the conference which will feature leading Canadian talent.



James Cridland



Jeff Vidler



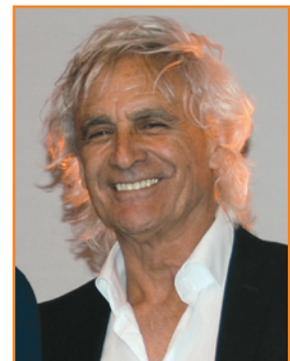
Geoff Poulton



Jeff Smulyan



Tom Pentefountas



Patrick Grierson

Offered in parallel to the main room conference, we offer our session for Sales and Creative Development featuring Liquid Fire with Sean Luce and Jeffrey Hedquist & Wray Ellis talking Creative. This session will open with “How to Tell Your Story” by David Phillips from nlogic discussing how to talk about data.

As usual, our Connection 2015 will be an efficiently packaged, high quality, fast-paced day. It’s all about the business of broadcasting and, of course, about demonstrating how much fun you can have in a single day.



David Phillips

Doug Kirk is president of the Ontario Association of Broadcasters and the president/CEO of Durham Radio.



Ontario Association of Broadcasters

CONNECTION 2015

CONFERENCE & GALA AWARDS DINNER

TUESDAY NOVEMBER 10

TORONTO AIRPORT MARRIOTT HOTEL

WWW.OAB.CA

BROADCAST Dialogue

Essential Reading

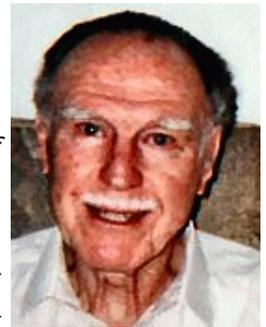
Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, October 15, 2016

Volume 23, Number 22

SIGN-OFFS:

(Geoffrey) Clive Eastwood, 94, in Brampton over the Thanksgiving weekend after six months of increasing illness. He was with *CFRB Toronto* for over 40 years, overseeing engineering as it grew to a giant 50,000 watts and was the most listened-to radio station in Canada. He had been an engineer at CFRB since 1945. Before going to the *University of Toronto* for an engineering degree, he'd been a techie at the station from 1938-1941. In 1948, Eastwood was promoted to chief engineer, two weeks before his wedding day. In 1969 he was appointed VP of engineering. In 1985 the *Canadian Association of Broadcasters* gave him its *Engineer of the Year Award* as well as its *Outstanding Technical Achievement Award*. Eastwood retired in 1986.



Clive Eastwood

David A. Williams, 94, in West Vancouver. His broadcast career was as a chartered accountant with Vancouver-based *WIC Western International Communications* and the Griffiths family. Williams retired from WIC in 1986.

RADIO:

Nielsen's answer to *Voltair* (new PPM encoders) have generated small average quarter hour (AQH) ratings growth in 52% of stations tested during afternoon drive in the Baltimore-Washington market. Forty-eight percent showed morning drive growth while there was 45% growth in middays. Roughly 61% of the 289 station-demographic-day combinations tested, says Nielsen, showed no ratings increases using the encoders. All American PPM stations will have the new encoders by the end of this year...

Conservative **Parm Gill** sent letters of support to the *CRTC* for two Brampton applicants for ethnic radio licenses while he was still the parliamentary secretary to the international trade minister, a violation of guidelines set by federal ethics commissioner **Mary Dawson** in 2013. Dawson has yet to determine if any action should be taken...



General Sales Manager - Red Deer

For Details on this Career Opportunity,

Or To Apply, Click [HERE](#).



RF/IT Engineer - Southern Ontario
 For Details on this Career Opportunity,
 Or To Apply, Click [HERE](#).



Broadcast Technican - Vancouver
 For Details on this Career Opportunity'
 Or To Apply, Click [HERE](#).

95.1 The Peak FM (CKCB) Collingwood is celebrating 50 year of service at events this week and next. It was in 1965 that CKCB-AM, owned by **Ralph Snelgrove**, began at 1400 as an adjunct to his *CKBB-AM Barrie*. It did air some local programs but was, at the outset, a repeater of CKBB-AM. **Jim Craig**, now a professor of broadcast studies at *Seneca College* in Toronto, was the personality who signed-on the new station Oct. 12/'65. CKCB was flipped to FM in 1994 and had different owners until *Corus* acquired it in 2000...

Country 900 CKBI Radio Prince Albert's annual radiothon called *Two Miles For Mary* raised \$23,639 in two hours for a program to help keep a senior's transportation program running. The program means mobility for more than 5,900 seniors by offering rides anywhere in the city for just four-dollars. The program is administered by the *Prince Albert and District Community Service Centre*...

Rogers Kitchener Radio Group (570 News, CHYM-FM, Country 106.7) played host for the 34th annual *Oktoberfest Family Breakfast*. The event raised 4,000 pounds of food and four-thousand dollars for *The Food Bank of Waterloo Region*. The food contributions will provide more than 15,000 meals. Staffers from the three Rogers stations helped provide the pancakes and sausages prepared by *Conestoga College Culinary Program* students...

CHTO 1690 AM Toronto has applied for 1490 AM in Mississauga as a repeater so as to improve night-coverage in Toronto's west end. The ethnic station is owned by *Canadian Hellenic Toronto Radio*. Interventions or comments must be in by Nov 13...

Grande Prairie Radio has applied for re-broads at Fort St. John and Dawson Creek for its *CJGY-FM*. Deadline for interventions/comments is Nov. 12...

Old time gather-round-the-radio still works for *The New Coast 89.7 (CKOA-FM) Glace Bay*. The Cape



Breton community station runs a two-hour bingo game every Sunday afternoon between 3 and 5 p.m. that draws families and those in seniors' homes, among other players and locales, who see it as a social event that has the lure of cash prizes anywhere up to \$20,000. Bingo cards are sold by local merchants with proceeds going toward the non-profit station. Since The Coast began airing the Sunday bingo games in 2008 it has paid out almost \$500,000 in prize money.

TELEVISION:

T *Blue Jays* fans and play-off junkies sitting at home may be wondering why television coverage is being done by *Fox Sports* hosts **Kenny Albert, Bob Costas, Jim Kaat and Harold Reynolds** rather than the season-long *Rogers Sportsnet* stalwarts **Buck Martinez and Pat Tabler**. Because *Rogers* is a regional broadcaster, *Sportsnet* isn't allowed by *Major League Baseball* (MLB) to produce games in the post-season. Instead, it can only air feeds from MLB rights holders...

Netflix Inc. saw subscriber growth wilt in the U.S., with profit falling in the midst of greater expense for content and expansion. It added 3.62 million subscribers in the quarter, more internationally but less in the U.S. than expected. Earlier, *Netflix* hiked the monthly fee for new customers by a dollar, the second rate increase in 18 months. The standard plan is now \$9.99 a month.

GENERAL:

G *Twitter* is reducing staff by 8% throughout the company — 336 jobs — in a restructuring aimed primarily at engineering and product. *Twitter's* severance payouts will reach roughly \$15 million...

CBC has introduced a bullying and harassment helpline for complaints into inappropriate behaviour in the workplace. It's a response to the **Janice Rubin** report which took managers to task for the handling of alleged misconduct by **Jian Ghomeshi**.

REVOLVING DOOR:

R Jason Manning begins as PD at *Newcap Radio's Z95-3 Vancouver* Nov. 2. Most recently, he was senior PD at *Corus Winnipeg (Power 97 (now 97.5 BIG FM) and Fresh Radio 99.1)* Before that, Manning was PD at *Rogers Victoria (98.5 The OCEAN (CIOC)/Jack FM (CHTT))*, and was MD at *Sonic Edmonton*. His background also includes PD at *Rock 105.3 (CKMH) Medicine Hat* where, in 2009, he won PD of the Year (small market) at *Canadian Music Week*...



Jason Manning



Mark Maheu

Dave Newbury, GM/GSM of *UP! 93.1/New Country 92.3 Fredericton* and *Rock 88.9 Saint John* has resigned in favour of opening a marketing company. He is a 25+ year veteran of *Newcap* stations, having held various positions in Newfoundland, Sydney and, most recently, Fredericton. His interim successor in Fredericton is **Mark Maheu**, ex VP/GM of *Bell Media's* radio and television properties in Winnipeg. Maheu is also a former *Newcap* VP/COO...

Charles Adler, the former long-time *CJOB Winnipeg* talker, did not, as some said, retire from *Corus*. Instead, he's employed and doing evenings (7-9 pm ET) on *SiriusXM's Canada Talks* (channel 167). His show began this past Tuesday...



Charles Adler



Tara Ellis



Nathan Pachal

Tara Ellis, ex of *Shaw Media* where she was senior director of original drama content, returns to *CBC* Oct. 19 as executive director, scripted content

(comedy, drama, kids programming and digital originals). Before Shaw, Ellis was VP of content for *Showcase*, then a property of *Alliance Atlantis*. In her previous CBC capacity, Ellis was executive in charge of production, overseeing long-form development and production of movies, mini-series and feature films...

Nathan Pachal, the senior systems engineer, information technology at *Rogers's City* and *OMNI TV* in Vancouver, is now out of broadcasting and is with *PNI Digital Media*, also in Vancouver. Pachal is the *WABE* television papers chair for this year's engineering conference, beginning this weekend in Vancouver...

Amanda Lang, hostess of *The Exchange*, departs *CBC-TV* tomorrow (Friday) for another as yet unannounced job in television. She joined the public broadcaster in 2009 for *The Lang & O'Leary Exchange*. She was also a business news contributor on *The National*. Before moving to CBC, Lang anchored with *CNN* and *BNN*, and was also a writer for *The Globe & Mail* and the *National Post*...

Pamela Ritchie has joined *Channel Zero's* soon-to-be-launched *Bloomberg TV Canada* as anchor of *The Daily Brief*. The business and financial news channel is set to launch Nov. 16. Ritchie previously anchored *BNN's* morning show, *The Street*...

Also moving to *Bloomberg TV Canada* is Michael Bancroft who becomes executive producer. His background includes *CBS*, *CNBC*, *ABC*, *Network Ten* and *BNN*...

Al Lucas, the GSM at *Newcap's Red Deer/Alberta Radio Group (South)*, has resigned after 21 years in Red Deer. He's moving on to other interests. Lucas was with the stations (*Zed 99 [CIZZ]/ KG Country 95.5 [CKGY]*) before *Newcap's* 2005 acquisition, working with the previous owners as a sales rep. In April/'12, he was promoted to GSM for the group (*KG Country/ ZED 99 Red Deer, Q91Drumheller, Q14 Stettler, Mountain Radio Blairmore/Crowsnest Pass and Q105/The One Brooks*)...

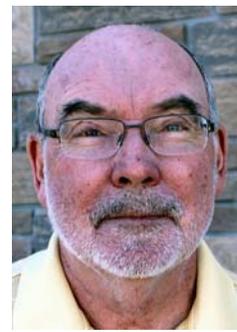


Al Lucas

Al Thorgeirson wrapped up his contract earlier this month, after nearly five years as managing director, English services, at *CBC Calgary*. Before that, he was a regional VP with *Rogers* and based in Calgary with *CHUM Television* before the CHUM sale to Rogers. Thorgeirson also worked with *Craig Media* as COO, as director of station operations, and as a news director and operations manager. He began his career at *CKDM Dauphin* in news and as morning host...

Michael Serafini has been appointed VP, programming, *DHX Television*. Most recently, he was the interim executive director of content planning at *CBC Television*...

Forty-year broadcast journalism veteran **Jim Birchard**, the morning co-host and news director at *Sunshine 89.1 Orillia*, will retire Oct. 29. He began his career at *CKAR Huntsville*, moved to *CHYM Kitchener*, then *CFRA Ottawa*. His career then took him west to Vancouver for eight years before moving to Thunder Bay. It was after that when he joined *Bayshore Broadcasting*, first at *CFOS Owen Sound* and then to the company's station in Orillia, Birchard's home town...



Jim Birchard



Allison Mandzuk

Allison Mandzuk is the new GM/GSM at *Vista Radio's* Vancouver Island Group: *89.7 Juice FM Duncan*, *91.7 The Coast Sechelt/Nanaimo*, *95.7 Coast FM Powell River*, *2day FM Hits! Campbell River*, *1240 Coast AM Port Hardy* and *98.9 The Goat Courtenay*, where she's based. Mandzuk succeeds **Brian James**, formerly of Vista's Cottage Country stations in Ontario. She began with the company 10 years ago as director of promotions for the Coast Group of stations, became director of digital and, most recently, was GM, digital...

Johnny Mah, the fill-in promotion coordinator at *City Vancouver/OMNI BC Television*, who held that spot while **Margaret Wong** was on maternity leave, has found a full-time gig at *Corus Radio* as the *CKNW Vancouver* promotions coordinator. He begins this morning (Oct. 15)...

Swing announcer **Max Sussman** adds promotions manager to his duties at *Mountain FM Squamish/Whistler*. His background includes journalism, screenwriting, being an audio technician, a play-by-play announcer and a music video director.

FOX GROUP.CA Consulting, Design and Analysis and e-Procurement in IT and Communications Technology

Our Technology Advisory Services

- IT, Unified Communications, Networking and Contact Center Strategy, Design and Procurement Assistance
- Benchmarking, Vendor Comparisons, and Budgetary Financial Total Cost of Ownership
- Vendor Analysis, Negotiations and Project Implementation Support

Why choose FOX GROUP Technology?

- We have been providing expert communications technology advisory service to Enterprise, Government, Education and Non-Profit sectors for over thirty years
- Our experience, eProcurement tools, processes help reduce the time, effort, cost and risk for our clients in selecting, deploying and managing future technology

To book a web demo of our eProcurement technology applications
Contact Roberta.Fox@FOXGROUP.ca or +1 289.648.1981
1-866.FOX.GROUP | www.foxgroup.ca



© Scarf_Landrei | Dreamstime Stock Photos

LAYOFF NOTICE

Coping strategy to deal with layoffs

It's true that in broadcasting, as well as in any industry, layoff notifications are a fact of life. Most often, companies cite cost-cutting to stay competitive and/or to offset lost advertising revenues as the reasons. Unspoken but nonetheless true is the matter of shareholder value.

by Ingrid Christensen

But while this is the new normal, when job loss hits either us or our loved ones there's little that can be done to bring comfort for the pain and rejection. Dismissal from work ranks among the top 10 life events that cause tremendous stress which can affect our health.

Sooner or later, though, we've got to get on with life. And we start by getting our bearings. You need to take time to acknowledge a multitude of feelings, ranging from disbelief to anger to depression to acceptance, viewing the job loss as a momentary disruption of your life but recognizing that it gives you a fresh start.

[Do: Decompress]

One of the first things people say after a job loss is "I'm going to take time to decompress". That's good self-advice. Treat yourself to 'me' time. Try getting away to a different environment, e.g. hiking where you can enjoy the peacefulness of nature and acknowledge that it's okay to feel what you're feeling. That's only one environment. If action is more to your liking, go for it.

But, by all means, don't make any decisions yet.

[Do: Review your financial situation]

Assess where you stand financially and shift your priorities to essential expenses, if necessary. Discuss finances with your family and together come up with a course of action.

[Do: Talk it out]

Talking is a key remedy. It's natural and important to talk about your feelings. Talking your situation through is going to help you get back on track and work through the past. Share these feelings with family members, friends and people you know who have no agenda.

[Don't lose touch with people]

Don't lose touch with colleagues, business partners and industry people. Opportunities can often come from the most unexpected quarters. Make sure your LinkedIn profile is up-to-date so that people can easily get in touch. Check that your personal email and not your previous company email is listed.

Create Your Future

What better time than now to evaluate what you'd like to do? Do you have an unfulfilled passion that could provide an income? Do you thoroughly enjoy what you've been doing and would you be perfectly happy to find a new way to keep on doing it? Taking the time to ponder these questions may crystalize the end goal. Once that happens you can start creating the path to get there.

What About Freelancing?

Lots of people have had dreams of quitting their jobs and going out on their own. For some it's a viable solution. For others it's not. On the surface, being your own boss sounds tempting. You'd have control over what you do and the flexibility to do it when and where you want. You can turn on a dime in the implementation of the things you come up with rather than waiting for lengthy approval processes in a corporate environment.

[Don't become a reluctant entrepreneur]

I'm going to bold and underline the following because it's important. **Do not become a freelancer or a reluctant entrepreneur as a default option.**

If that's the direction you want to take, begin the process by determining whether or not you have the right temperament. If you find that the water cooler (being around people) is energizing, determine how happy you're going to be working on your own. Loneliness can be debilitating for some. On the other hand, if you're an introvert you may like being alone but that won't relieve you of having to put some extra effort into networking.

[Do: Ask yourself these questions]

What I'm about to suggest has nothing to do with right or wrong. Rather, it has everything to do with your determining through hard questions (and honest answers) what's best for you.

Is your best work done during structured days under a manager to whom you answer? Do you easily get sidetracked? If yes, freelancing may probably not be right for you. Self-motivation is essential as are a strong work ethic and good organizational skills. And you've got to be okay with doing things not directly related to your work. As an example, sales and administration. And then there's the need to be familiar with the laws around taxes and legal liability. While you may eventually be able to outsource some tasks that you don't like, at the beginning they'll be your responsibility.

Now, as an entrepreneur, are your skills in demand? Are they marketable? Who or what would comprise your core business? The good news is that the media and technology sectors have traditionally been the biggest employers of freelancers. That being said, however, nearly every industry is the same in that they are using far more contractors.

More questions. Is there a marketplace need that you can fill? How would you be different from competitors? What would be your value proposition? And, can you describe it in a clear and unique manner?

A critical component in your network of friends and colleagues is those people who are already freelancing and can point you to

resources. It's important to talk to and to get advice from them. Why? Because they will have more experience and expertise than you.

IMPORTANT: Don't burden yourself with a ton of useless overhead. This is especially critical for those who don't have their spouse's financial support.

Don't even think of freelancing unless you can go without income for three to six months. You absolutely need a financial buffer for this timeframe and, of course, for those periods when work or sales will be slow.

Even though you've been laid off there may be an opportunity with your now ex-employer. Is there a component of that current job that you could do as a freelancer?

Looking For Employment

You've decided that freelancing is not for you. Now what you have to do is find employment. Before you start the hunt, be sure that you're emotionally ready. And, don't sound bitter about your lay-off in interviews. Instead, create a short response to the effect that you don't consider yourself a victim, that your former company went through an extensive restructuring which gave you the time to rethink your career "... and what I'm looking for now is ..."

[Do: Surround yourself with positive people]

Cheerleading and support from family and friends that exudes positivity is a crucial component to your well-being. Surround yourself with positive people who are encouraging. They'll help you move forward by helping you catalogue your strengths by reminding you of your past accomplishments and achievements. Their input will provoke thought-starters on what to do next.

[Do: Update your social media profile]

Before you do anything regarding answering job ads or networking, get your social media profiles up-to-date. Again, review your LinkedIn profile and determine what changes need to be made to reflect your accomplishments and aspirations. Think about the job search in broad terms. Talk to people who work for organizations that interest you.

[Don't get discouraged]

Sustaining momentum during the job search can be difficult. Remember, if you get one callback for every 20 curricula vitae you've sent out, you're doing good. But don't lose focus. And don't let a callback or an interview stop your search. If you don't get that job, you'll have to start all over again. Make sure you have other irons in the fire.

Job loss and the resulting transition is a journey most of us have had to do, usually more than once. Understanding and knowing how to respond to your experiences and emotions as a result of losing your job can have a huge impact on your chances of landing new employment. With solid information and a good plan you can shorten the trip avoid pitfalls others may face along the way.

A Post Script for Those Who Haven't Been Laid Off

Employees who survive downsizing and remain with the company go through a host of emotions, from fear and anxiety of what's going to happen next to being in limbo. These emotions result in a thirst for information from any source, from management or the in-house grapevine.

Anxiety would include stress about too much work with too few people and resources; sadness, depression and guilt not unlike after any disaster; and, betrayal, anger and distrust after breaking the traditional psychological contract between employer and employee.

A sure route to failure is to suck it up and try to do everything that used to be done by several people. You'll burn out and the work probably won't get done. Conversely, if you're seen resistant to new duties you may be labelled "not a team player" and future opportunities could be greatly limited.

What starts out as a move toward increased competitiveness by an employer often has initial results of lower productivity, higher turnover and absenteeism, lower employee morale, reduced risk-taking, less creativity to take on new challenges and less confidence in management.

Tactics a survivor can use to lessen negative feelings and even to thrive in the new corporate reality include being intensely focused while becoming indispensable. Times of corporate turmoil provide an incredible opportunity to prove your value. Your capacity to deal with change is a prerequisite for today's corporate life. Your mental agility to appreciate the past, understand the present and look forward to the possibilities of the future will make you invaluable as will your commitment to make things happen. A time of massive change is a great opportunity for you to rearrange the chairs while everyone is up on their feet.

On the other hand, you might consider leaving the company. If you decide to go, be very clear about the reason. Will you be stepping up or simply escaping? If it's the latter, expect that you'll have to deal with the same uncertainties, new situations, new colleagues and so on as with your present company. Starting with a new employer can be stressful, too.

Ingrid Christensen of Broadcast Dialogue is the author of [Hiring Champions](#) and was an organizational effectiveness consultant. She can be reached at ingrid@broadcastdialogue.com.

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, October 22, 2015

Volume 23, Number 23

REVOLVING DOOR:

R Acadia Broadcasting President Jim MacMullin says he will retire next summer after 15-years with the company and over 42-years in the business. He began with Acadia/(Irving) in Sept./'01 as GM of *CHSJ/CHWV (The Wave) Saint John; CHTD (The Tide) St. Stephen;* and *CKBW Bridgewater*. During his time at the helm, MacMullin added stations in Northwestern Ontario to the Acadia fold, bringing its numbers up to 13. Before Acadia, he was GM at *CKCW/CFQM/CHOY Moncton* and, before that, GM at *CJCW Sussex*...



Jim MacMullin

Wally Lennox, with 41+ years in radio — the most recent as *Bell Media's* director, radio engineering — has been restructured out of the company. He'd held that position since July of 2013 after *BCE* completed its purchase of *Astral Media*. At *Astral*, he was VP, engineering for four and a-half years. Before that, he was VP engineering at *Standard Radio*, director of engineering at *CFRB/EZ Rock Toronto* and *VP engineering at Telemedia*...

SDS
clarity | control | results



Traffic



Sales



AR



Reports



Programming



CRM

Give your team the edge to become more agile, efficient and profitable with SDS Symphony. Bring together all of your departments under one unified system that delivers **clarity, control** and **results**.

SDS Symphony (Sales, Traffic, CRM, Programming, AR, Reports) contains a powerful set of features including: live avails, Numeris audience data, management approvals, sales rules, credit checks, custom reports, and alerts (such as missing copy, expiring contracts, overdue accounts) sent via email allowing you and your reps to stay informed via any device.

Visit us on location for more information about our products and demo

NAB Radio, Atlanta: Sept. 30th – Oct. 1st

OAB, Toronto: November 10th

www.sds.ca
✉ info@sds.ca

Two promotions at *Rogers Ottawa* see Robin Harper take over as *CHEZ 106* PD and Anthony DeRossi become PD at *1053 KiSS FM*. Both continue with their on-air duties, Harper on CHEZ weekdays 9 a.m.-2 p.m. and De Rossi 2-7 p.m. at KiSS...



Robin Harper



Anthony DeRossi

Chris Harris has returned to *CBC* as executive producer, digital, scripted. His most recent position was as VP, strategy & business development with *Secret Location*. Before that, he worked with *Shaw Media* as their first head of social media for *Global* and 19 specialty TV channels...

Dave Cadeau has been promoted to PD at *Sportsnet 590 The FAN Toronto*. He had been APD and, before that, senior producer at the *Rogers* station. He was also a talk show host, sports anchor and play-by-play announcer and producer. He succeeds Don Kollins who moved to San Francisco sports radio...



Dave Cadeau

Amanda Lang has joined *Bloomberg TV Canada* as a producer and host of *Bloomberg North*, a half-hour daily show to launch in the new year. Her background with *CBC* and other employers was profiled in last week's edition...

John Helm, PD at *The Goat Castlegar*, is now back as morning host at the *Vista* station, and retains his PD role. He'd held that position before being promoted to PD in September, 2014...



John Helm

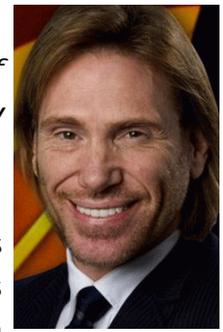
Peter Gillespie, who had been with *Applied Electronics* in Mississauga as manager, broadcast systems for close to six years, has resigned to return to British Columbia. Before joining Applied, Gillespie was VP, engineering and operations at *Channel m Vancouver* (now *OMNI*)...

Pierre Tourangeau, the *Radio-Canada* ombudsman, will retire March 31. He's been with the French broadcaster for 24 years, the last four and a-half as ombudsman.



RADIO:

Newcap CEO Rob Steele is the 2016 Inductee to the *Canadian Broadcast Industry Hall of Fame* and will be honoured as such at the annual *Canadian Music & Broadcast Industry Awards Gala Dinner* in Toronto May 5...



Rob Steele

Roundhouse Radio Vancouver launched with a live performance by Sarah McLachlan at its location in the city's downtown Eastside Japantown area, one of the poorest neighbourhoods with one of the highest crime rates. The format is 80% talk and 20% music with focus on Vancouver's 22 neighbourhoods; "hyper-local", says founder and CEO Don Shafer...



Newcap Alberta, responding to the tragedy that saw the three young **Bott** sisters die in an accident at the **Bott** family farm in the province's West Central area, is assisting in three separate fundraising events on-air and through social media. So far, *KG Country* and *ZED 98.9 Red Deer* have been instrumental in helping to raise \$76,000+...

A *CRTC* hearing Dec. 17 will hear, among other applications, one for the old *1220 CHSC St. Catharines* frequency. **Sivanesarajah Kandiah** wants to launch a 10,000 watt day and night station formatting *Classic Hits*. The deadline for interventions is Nov. 20...

The Commission has granted an AM licence in the *Brampton* market to *Radio Humsafar*. It will operate at 1350 with ethnic programming targeting at least 14 groups in 11 languages but devoted primarily to the South Asian population...

Bubba The Love Sponge Clem, a syndicated jock on Florida stations Tampa, Fort Myers, Fort Walton Beach-Destin, Ocala, West Palm Beach and Melbourne, has been sued by *Nielsen* for paying a PPM panelist \$300 a month to hike his ratings. Clem claimed to know how to get around the PPM's motion-sensing technology so that the cooperating panelist could make it seem that he was listening to Clem's show even when he wasn't. The panelist contacted Nielsen with the story and Clem has acknowledged his guilt.

TELEVISION:

CBC has secured broadcast rights to the *Beijing 2022 Winter Games* and the *2024 Summer Games*, making it Canada's official Olympic broadcaster through 2024. Between now and then, *CBC/Radio-Canada* will air the games from Rio de Janeiro in 2016, Pyeongchang in 2018 and Tokyo in 2020. Remaining as broadcast partners are *Bell Media* and *Rogers Media*.

The *CRTC* has approved applications from *Telelatino* to add three country/region-specific Spanish language TV channels. The channels, operated by U.S.-based *Hemisphere Media Group*, are *Televisión Dominicana*, *Centroamerica TV* and *WAPA America* from the Dominican Republic, Central America and Puerto Rico...

Former Victoria anchor **Hudson Mack** has released *Unsinkable Anchor*, a book detailing aspects of his careers at, first, *CHEK Victoria* for 19 years and then *CTV Vancouver Island* (also in Victoria). Island residents didn't quite know what to make of it when, in 2014, the familiar face disappeared from their TV screens. There'd been no explanation. The fact was, says Mack, that it was a termination, a reorganization within the *Bell Media* station most of which, he says, was driven for financial reasons...

Using mild off-colour language before the watershed hour is almost okay but F-bombs before 9 p.m. will earn a rebuke. The *Canadian Broadcast Standards Council* says *HGTV's* airing of "shit" and the phrase "this thing's a bitch" on *HGTV's Timber Kings* should have included a viewer advisor. *Sportsnet Ontario's* 4:00 p.m. broadcast of *Premier League Poker* in which a player used the F-expletive, concluded the CBSC panel, should only be broadcast after 9 p.m. and be accompanied by viewer advisories. For more, see www.cbsc.ca.

GENERAL:
G *Bell* won't be under *CRTC* scrutiny for its scrapped *Relevant Advertising Program*. The *CRTC* dismissed a complaint against *Bell* after a negative report from the *Office of the Privacy Commission of Canada* prompted *Bell* to pull the plug. At the heart of the complaint was a proposal to force *Bell* customers to manually opt out of having their browsing habits tracked and sold to advertisers...

At the 65th *Western Association of Broadcast Engineers* (*WABE*) conference in Vancouver earlier this week, *Broadcast Technical Services' (Vancouver)* **Dan Roach** was presented with the *2015 WABE Ambassador Award* and **Nathan Pachal**, ex of *City/OMNI Vancouver* was honoured with the *Spirit Award*. **Ken Dann**, **Myles Morse** (both of *Rogers Vancouver*) and **Randy Malcher** each received *Retirement Awards*...

Women in Communications & Technology (*WCT*) seeks nominations for candidates who have demonstrated outstanding achievements, leadership and support in the communications and/or technology industries. Nominations are for *WCT Woman of the Year*, *WCT Company of the Year* and the *WCT Leadership Excellence Award*. Deadline for online submissions is Dec. 4; <https://www.wct-ct.com/en/programs/awards-gala>.

SIGN-OFF:
S **James Allyn**, 71, who'd been both a radio and television anchor in Regina. He joined *CKCK Radio/TV* in the early '70s and succeeded the late **Jim McLeod** as anchor of the evening news in 1979. Allyn was in the TV anchor chair through 1995 while also doing news at *CKRM Regina*.

davicom Intelligent Remote Monitoring & Control Systems

- Powerful Design
- Highly Flexible
- Customizable

REMOTE MONITORING AND CONTROL UNITS

L/O EXPANSION UNITS

FM BROADCAST MONITORING

DIGITAL AUDIO MONITORING & SWITCHING

ACCESSORIES

WWW.DAVICOM.COM

BROADCAST Dialogue

Essential Reading October 22, 2015



**Securing your broadcast
network infrastructure**
should be a key priority

**The new Calgary
Corus Centre**

Well, it's fall again . . .

**TV & Media Report
2015**

Securing your broadcast network infrastructure should be a key priority

by Nathan Pachal, CTech

Broadcast engineering in the 21st century is no longer about soldering irons. Rather it is all about Internet Technology.

Many broadcast engineers may not like to admit it but we have become a specialized field of IT. We should be experts at designing and troubleshooting IT infrastructure that enables the real-time delivery of high-quality audio-visual content.

While IT is now pervasive in the industry inasmuch as we can teach IT generalists a thing or two about low-latency and high-bandwidth networks, in other ways we have fallen behind the rest of the industry.

One of the areas which needs critical attention is how

we secure our broadcast networks. For most of us, installing anti-virus software and a firewall, and perhaps restricting Internet access, is what we consider securing our infrastructure. Unfortunately, all this creates is a feeling of security but in reality your actual network is only protected from the most basic attacks.

For people who really want to get into your network, and who are up to no good, bypassing firewalls and anti-virus software is rather trivial.

The problem with anti-virus software is that it works on the model of allowing every file to execute except for files which it believes are bad. Anti-virus software is effective in protecting you from an attack your 10-year old put together with Rapid7 Metasploit, and that's about it.

Anti-virus software can really only protect you from the limited amount of malware it knows about. With nearly one million new malware threats released daily (<http://money.cnn.com/2015/04/14/technology/security/cyber-attack-hacks-security/>), it is impossible for anti-virus software to keep up.

While your typical firewall can prevent an attacker from pushing malware onto a system without any human interaction, a firewall's effectiveness is significantly reduced if you or your staff interacts with the system. Firewalls do have their place; they should be used to segment your network. If a system has a USB port, has access to a file server and/or can connect to the Internet, you are in trouble.



 **transmission**

SITE SHARING

We've got you covered in Canada—with over 75 years of experience in transmission technology and well maintained towers, coast-to-coast-to-coast.

For co-location information:
visit cbctransmission.ca
visitez radio-canadatransmission.ca

Tower Locator >
Localisateur de Tour >

CBC  Radio-Canada



Scene from Mr. Robot TV series

GTI
Grundy Telcom
Integration Inc.

SIRA
SISTEMI RADIO

GTI is the exclusive distributor of
SIRA broadcast antenna & RF
products in Canada.

Call us for your next broadcast
tower or antenna project!

- INSTALLATION
of Broadcast Antennas and Transmission Lines
- Inspections and Maintenance
(towers, antennas, lighting)
- Tower Modifications and Strengthening
- New Tower Construction
- Transmitter Buildings
- FM and TV Combiners and Filters
- Turnkey Broadcast Projects
- RF Technical Services
- Supervision and Commissioning
- Emergency Restoration Services

Grundy Telcom Integration Inc.
5035 North Service Rd. Unit D12
Burlington, ON L7L 5V2
Tel: 905-331-8501 Fax: 905-331-6711
www.grundytel.com

You might be thinking that you don't connect your broadcast network to the Internet; everyone who uses your system has been properly trained about security, therefore you're secure.

This is not the case. For example, the Mr. Robot TV series (on Showcase) is an engaging series that explores the life of hacker and protagonist Elliot Alderson. The series reveals how hackers can compromise corporate networks and is about as true-to-life as a dramatic television series can get.

Without spoiling the plot, one of Elliot's compatriots compromises a non-Internet connected network by leaving numerous USB sticks in the parking lot for employees of the organization to take. Of course, one of the employees takes a USB stick (who doesn't want a free USB stick?) and plugs it into the non-Internet-connected network. The USB stick is, of course, loaded with software that ends up compromising the network.

As you walk around the exhibits at WABE, picking up swag, can you be sure that the USB sticks that vendors are giving haven't been compromised by an attacker? I'm not saying that your favorite vendor is trying to exploit your network but how can the safety of that USB stick be verified?

While this sort of attack really does seem like something that would only happen in a TV show, the fact is this is how many systems and networks are being compromised. Two of the most public attacks that used USB sticks to compromise networks were Stuxnet (<https://en.wikipedia.org/wiki/Stuxnet>) and Flame (https://en.wikipedia.org/wiki/Flame_%28malware%29). These two examples show that removing access to the Internet

They were built to last...
and *THESE* will too!

davicom
YouTube f

T. 1.418.682.3380 | dvsales@davicom.com
www.davicom.com

Intelligent Monitoring Systems

does not prevent a motivated attacker from doing bad things on your network.

Another way that attackers get into your systems and networks is through phishing. Phishing attacks try to lure people into taking an unintended action. For example, a journalist might receive a press release that appears to come from the provincial government and includes a link that directs the journalist to a website for downloading a backgrounder. What the journalist does not know is that the mere act of visiting the linked website has allowed an attacker onto the network.

If you are phished you will likely not know it. A smart attacker would send you an email with a press release but instead of linking you to the province's website he would link you to a website that looks almost exactly like the real thing.

Once an attacker is in your network he can start exploring ways to compromise it. For example, TV5Monde was brought to its knees earlier this year because a journalist at the network was phished (<http://www.cnn.com/2015/04/09/europe/french-tv-network-attack-recovery/>). While I am not privy to the full details of the attack, it would not be too difficult to imagine how an attacker could get from the journalist's PC to a traffic system PC and then onto the automation system.

Security experts now say that everyone's networks are compromised and that you probably just don't know it yet. Can anything be done to secure your network and systems?

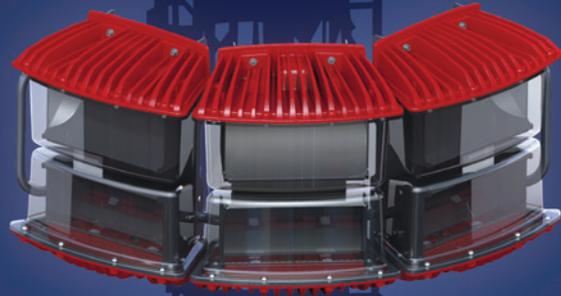
Certainly!

Securing your network and systems is a process, not simply a checklist you can complete. You can never reduce your risk of being compromised to 0% but a good security process will be able to prevent attacks, detect attackers already on your network, disrupt attacks that are occurring and clean up the mess afterwards.

The U.S. National Institute of Standards and Technology recently released its Cybersecurity Framework (<http://www.nist.gov/cyberframework/>). This is an example of a full-scale security process.

HIGH INTENSITY LED TOWER LIGHTS

± 270K CANDELAS



- + DUAL OR WHITE ONLY AVAILABLE IN A SINGLE FIXTURE
- + SERVICEABLE AT POINT OF LIGHT
- + SIMPLE MOUNTING CONFIGURATION
- + ALL POWER SUPPLIES AND CONTROL MECHANISMS LOCATED AT THE BOTTOM OF THE TOWER

Call or write to find out more:
info@technostrobe.com
877-721-1077
technostrobe.com

TECHNO STROBE™

See the light

Getting visibility into your network—knowing the status of all your network devices and systems—is key if you are going to prevent and respond to attacks. At a basic level, all of your systems should be able to be managed in a coordinated fashion.

Microsoft System Centre and Solarwinds are two examples of platforms that can be used. They can let you know things such as CPU, memory, disk and network utilization. They can also report on processes running on your devices. If a device is using too much CPU, for example, you can be alerted.

One of the ways that attackers get into your network and systems is by using vulnerability in software. Patching operating systems and applications that are commonly exploited (such as Apple, Java, and Adobe products) is a critical step in securing your network. Microsoft System Centre and Solarwinds can help make this task manageable.

I know that many broadcast engineers are in a mindset of “If it ain’t broke, don’t fix it.” Well, software with a security vulnerability is broken and patching will fix it.

Another way that you can reduce your security risk is to only give people access to what they need. Having one username/password that has administrator access on all systems is a bad idea. This makes an attacker’s job easy. Every user or role should have a unique account on your network. These accounts should only allow access to resources they need; a news editor doesn’t need access to your automation playout system, for example.

The only people at your radio or TV station who should have administrator access are broadcast engineers and IT technicians. Even then, they should have non-administrator accounts that they use most of the time, only using the administrator account(s) when required.

Would the TV5Monde hack have been successful if the journalist only had access to the resources needed to do the job? Microsoft’s Active Directory should be used to manage user rights with your broadcast network.

To be able to find attacks on your network you need to know what is happening on your systems and network equipment. There are various monitoring products such as Carbon Black and splunk

FROM SCENE TO SCREEN

Proven Live Video Solutions

SNG ENG CNG

To learn more about Vislink's hybrid multi-mode transmit system, **NewStream**, call Novanet at (800) 268-6851 or email info@novanetcomm.com today.

Novanet
novanetcomm.com

that record all activity on your systems. These products can detect odd behaviours and flag them for your investigation. Because they record information about your infrastructure they allow you to investigate how attackers got onto your network in the first place, and what they did.

Another key part of securing your network and systems is to move away from allowing everything to run on your systems except what is bad (this is how anti-virus software works), and move towards allowing only software you trust, blocking everything else. This is known as application whitelisting, and Bit9 is an example of one platform that can help you out.

As you can see, there is no single process that can secure your network and systems. It takes a combination of following a process and using a variety of different tools.

Nathan Pachal is a senior systems engineer at PNI Digital Media Inc. Until recently, he was senior engineer, media business unit for Rogers Broadcasting Vancouver. He can now be reached at npachal@pnimedia.com.

The new Calgary Corus Centre

Corus Radio Calgary's long road to a new home began July 11, 2012 at 1:12 p.m. when Shaw Court experienced an electrical transformer explosion and resultant fire. The building was evacuated as fire suppression systems doused the 13-storey building with thousands of gallons of water.

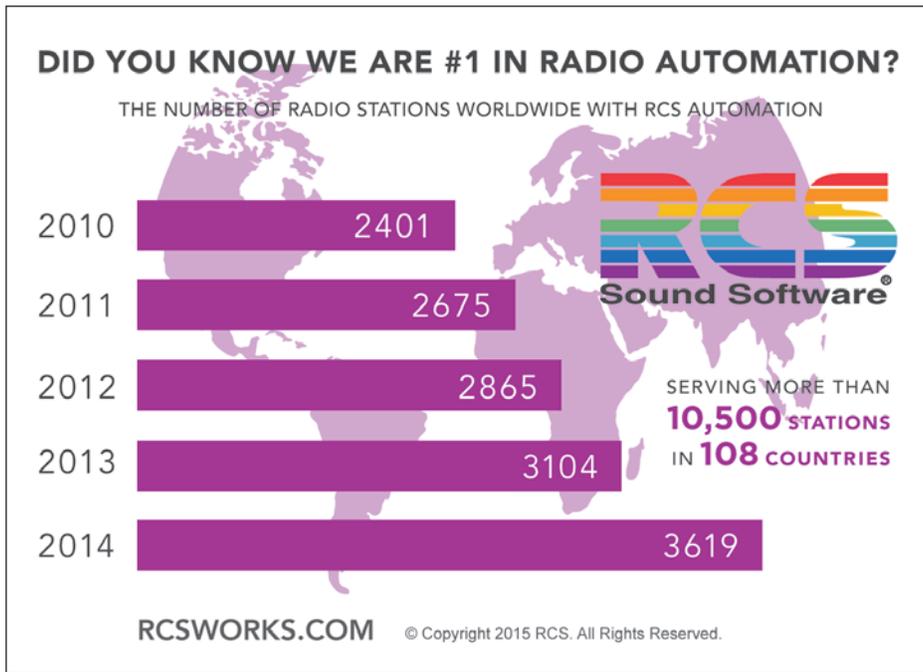
by Greg Landgraf





Rob Breakenridge (left) and Roger Kingkade, hosts of the Kingkade and Breakenridge Show on News Talk 770





This fire and evacuation affected Corus Radio Calgary in a most profound way since the offices and studios of AM770, Country 105 and Q107 were located in the now crippled building.

Following a flurry of technical activities to return the three stations to air, we went to work by first establishing temporary programming remotely immediately after the incident and, second, building temporary facilities in downtown Calgary at Eau Claire Market so as to remain on the air and in business.

We ended up calling Eau Claire Market our home for almost three years, much longer than anticipated.

During the first year of our stay at Eau Claire one thing became clear. We were not moving back to Shaw Court because their restoration plans did not include space for us. At this point





Scott Phillips,
Country 105

we set out to find a new permanent home. During our search, which included specific criteria, we came across a new building under construction. It was located at the corner of 17th Ave and 33rd St. SW in the Shaganappi area of Calgary. With criteria met and lease details worked out, which included naming rights of the building, we secured a location to build our new state-of-the-art radio facility.



2 Great Canadian Companies Come Together

GS BROADCAST
TECHNICAL SERVICES LTD.

**OAKWOOD
BROADCAST**

G.S. Broadcast Technical Services was established by Gus and Anja Sondermeyer in 1983. The company has been owned and operated by Richard Sondermeyer and Sarah Haslip since 2008.

Oakwood Audio Labs was established by Ron and Ted Paley in 1970. Carol Paley and Richard Ciwko have owned and operated Oakwood Broadcast Inc. since 2003.

www.gsbtts.com

www.oakwoodbroadcast.com

Broadcast Station Design • Construction • Maintenance • Equipment Sales

richard.sondermeyer@gsbtts.com
sarah.haslip@gsbtts.com

905-814-7902
1-800-665-0501

**Richard Sondermeyer
and Sarah Haslip, the
owners of G.S. Broadcast
Technical Services Ltd., are
excited to announce the
acquisition of
Oakwood Broadcast.**

Now that Oakwood is
part of the G.S. Broadcast
Technical Services family,
both Carol and Richard have
decided to retire and we
wish them all the best!

With our heads full of what we needed and what we would like to see in our new digs, we engaged KARo Group as the designer and architect. To the delight of everyone involved, and after months of detail-oriented and pain-staking design and re-design, a plan was developed. An important piece of that plan was establishing a name for the building, and with a handful of options on the table, Corus Centre stood out as the obvious choice.

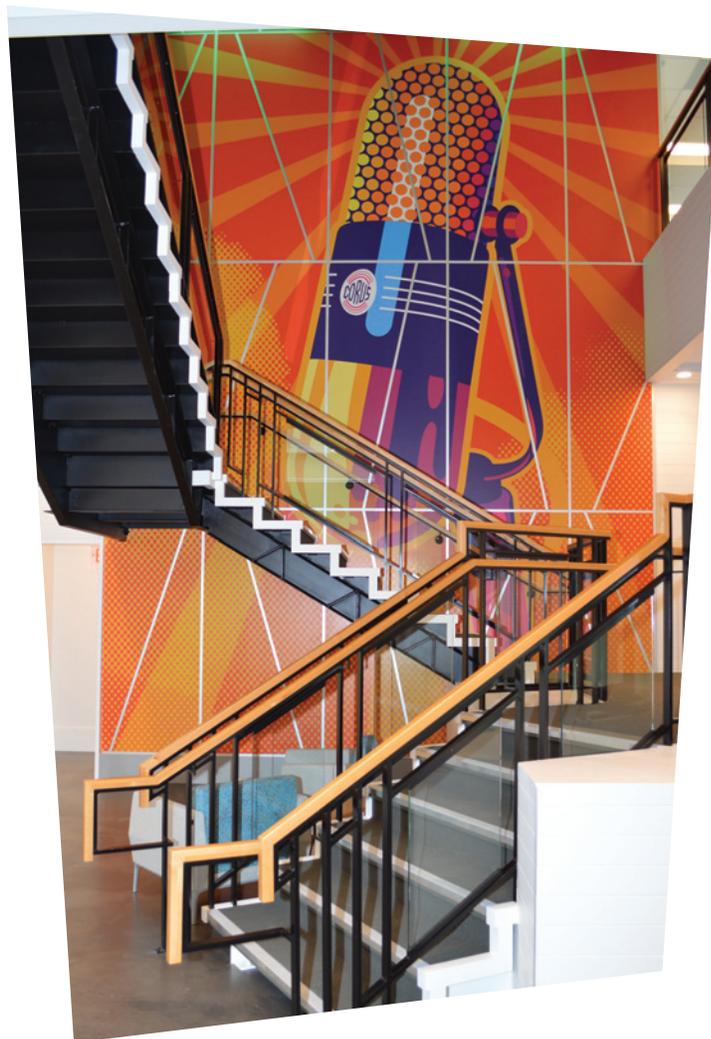
The design of the facility incorporates two storeys; a street level floor that includes the reception area, a boardroom, a teleconference room, the staircase to the second level, and a street front studio that's bookable by any of the three station brands.

The second level is home to the broadcast technical areas, on-air studios, production, newsroom, programming and administrative offices. The on-air, production and recording control rooms and studios are the traditional room-within-room design for acoustic isolation. These rooms also incorporate non-parallel wall and angled glass construction with careful design considerations to provide the desired acoustic properties and performance. The office side of this floor is configured as an open concept. With that in mind, a number of meeting and private phone booth-type rooms were integrated into the design.

Construction of Corus Radio Calgary's new space began Jan. 15, 2015, with Cougar Contractors as the general contractor. We had worked with Cougar in the past (Shaw Court studios and offices)

and were impressed with their work and understanding of radio studio design and construction.

On the technical side of things, Corus Centre is an AoIP (Audio over IP) facility, with a fully digital main air chain and analog backup. The Wheatstone Wheatnet AoIP system was chosen due to its incredible power, redundancy and scalability. Control surfaces in the main MCRs and street front studio are Wheatstone LX series. Production and general purpose studios are either Wheatstone L-12 or L-8 control surfaces, and the newsroom is populated with Wheatstone 4 channel Sideboards, at all workstations. Automation is MediaTouch, phone call editing is VoxPro, news workstations are Burli, the music scheduler is the RCS Selector, production is ProTools and broadcast phones are Telos VX. KVM duties are handled by a large Adder Infinity system that makes it possible to control any broadcast computer or control surface from anywhere in the studio block, central rack room





or via off-site remote control. Feeds to transmitter sites are accomplished with traditional microwave STL systems and are backed by satellite and IP audio redundancy on all stations. A 230 kW generator is in place to ensure uninterrupted power during electrical utility failures.

Technical integration services were provided by GS Broadcast Technical Services/Oakwood Broadcast. Others involved on the technical side were Ron Paley Broadcast, RVA Canada, Wheatstone Corporation, The Telos Alliance and TaylorMade Radio.

We moved into the new space the Sept. 12-13 weekend, and all three stations handed off programming from the Eau Claire Market studios to our new Corus Centre studios on Sunday the 13th. The move was seamless both technically and from an administrative perspective due to careful planning and attention to detail.

Corus Radio Calgary was open to the public at Corus Centre, with regular office hours beginning the next morning.

It's great to have a permanent home once again, and it feels fantastic that it turned out so well. I can safely and without hesitation say that the staff of Corus Radio Calgary feels excited and inspired to be in this tremendous new home.

Greg Landgraf is the Corus Radio Director of Engineering, Western Region and based in Calgary. Photos were shot by Andrew Harte, Project Manager, New Media, Corus Radio Calgary.



Well, it's fall again...

by Dan Roach

■ ■ ■ and that means it's time to get out to the transmitter site and prepare for the winter to come. As I've mentioned before, I always associate this time of year with seasonal transmitter site checks. For many of the harder to get at sites, this is an ideal occasion for some pre-emptive site maintenance. Any problems that you can take care of now, with relatively easy access to the site, will make life through winter much easier when otherwise you might be finding out more than you ever wanted to know about snowshoes, snowmobiles, helicopters and just general battling of the elements.

I like to start with a general walk-around of the towers and buildings. Everything secure? No evidence of damage from varmints (two- and four-legged versions)? It's always an excellent idea to double-check that any external safety ground straps and cables are still where you think they are; this has become a bigger problem in recent years. Tower anchors all secure? Buildings all a-tanto? Powerline all clear (no trees leaning in places they shouldn't; no power or telco lines hanging in ways not intended)? Often there are little adjustments to be made to air handling, ventilation and heating systems as we transition from the hot to the cold season.





Click the button for more information.

If there's anything to be lubricated or air filters to be changed this is a pretty good time to do it. Double-check any V-belts that might break over the winter. You might even turn on any auxiliary heaters for a few minutes just to see if they still work. They haven't been used since last winter at least. It's surprising how often they've seized up or otherwise failed (particularly if there's a fan motor involved).

If you have a diesel generator on-site now is the time to make sure your fuel is topped up (and if you're going to add fuel conditioner, time to get to it!), and your starter battery is up to snuff. Is the block heater still working? Have you checked the oil? If you do have back-up power, one of the little tests that should be performed occasionally is to just throw the main switch and confirm that all the automatic transfers take place as advertised. This also shows how well the generator performs under a full test load, which can be instructive.

If your transmitters (and remote control systems) contain any little batteries that help them remember what they're supposed to be doing this is also a convenient time of year to poke around and make sure they've all been renewed. There are few things worse than having to struggle for a few hours getting to a downed transmitter site in the dead of winter only to find a dead nine-volt battery (or something equally trivial) has caused your equipment to shut down and await your arrival.

While we're at it, when did you last check your UPS batteries? I like to take a felt pen and mark on the side of the UPS when the batteries were changed; we don't seem to have developed the gel-cell battery that will last more than four years, and many fail after two. It's amazing how quickly battery-changing time comes around again.

Speaking of taking things for granted, have you inspected your site's first-aid kit in the last decade? Does it have everything still in place? Fire extinguisher inspections up to date? Emergency lights? For sure the studio's emergency lights have been checked but probably the transmitter site's will only be checked by you. While we're at it, do you have spare fuses on hand for the mains and the safety switches at the site?

None of this is rocket science and I'm sure anyone who has been doing this kind of thing already knows what they should be doing. But we all get so busy doing what we do day-to-day that it's very easy to let these annual or seasonal checks slide. A little reminder doesn't hurt, and it can sure make life more pleasant. This really is a case where a gram of prevention is worth a few kilograms of belated cure.

Dan Roach works at S. W. Davis in Vancouver. He can be reached at dan@broadcasttechnical.com.

TV & Media

Report 2015

In the largest TV industry study of its kind, and based on interviews with over 22,500 people across 20 national markets including Canada, the key finding was that streamed on-demand content is soaring.

Over 50% of consumers said they watch streamed on-demand video at least once a day, up from 30% in 2010. People estimate that they spend six hours a week watching streamed TV, double what it was in 2011. The 16-34 demo spends 53% of their video viewing time on a smartphone, laptop or tablet. Across all age groups since 2012, consumers who watch video on their smartphones is up by 71%. The average time per week with mobile device video viewing is up three hours from 2012.

The television set's popularity is still high primarily because of live content, the social value and premium viewing. Linear viewing (that's the buzz phrase for watching TV) remains popular with the older demos, e.g. 82% of 60-69s watch TV on a daily basis while 60% of 16-34s do. "There's nothing on" is the plaintive cry of 62% of 25-34s. They say (about linear TV) that it's hard to find anything on TV on a daily basis. Binge viewing

is now a key part of the television and media experience. Bingeing is prominent among subscription video-on-demand (S-VOD) users who binge view at least once weekly.

The Ericsson ConsumerLab TV & Media Report 2015, on which this article is based, argues that non-believers in traditional pay TV may eventually change their minds. The cord-nevers (those who've never had a pay TV subscription) find it hard to understand the value as it's now offered. The long binding times, inflexible packages and high costs, and advertising cause 50% to believe they will never pay for it. But 22% of them are already paying for over-the-top (OTT) content services which demonstrates a willingness to pay for subscription TV, though with a different bundle approach.

The Role of Content

TV series and movies make up roughly half of total viewing time. Four years ago (2011), people estimated their time spent watching streamed TV series, programs and movies at 2.9 hours a week. Now it is six hours a week. New content is quickly becoming mainstream. The average time spent watching e-sports is 46 minutes a week while educational or instructional videos show

an average 73 minutes a week. Live sports coverage has the most significant gender differences with men, on average, watching over three hours a week. Women spend an hour.

User-generated content (UGC) is seen by 33% as being important, and the growing importance of educational or instructional videos tends to emanate from the likes of YouTube. The growing habit of binge watching has taken off with the explosion of on-demand viewing. Over 50% of the studied consumers binge watch at least once a day. Five percent never binge view.

Evolving Media Habits

This year, just as last year, many consumers said they watched streamed on-demand video and TV at least once a week. Daily viewing habits show linear TV still dominating while slightly over 50% watch streamed on-demand video and TV. These changing habits are linked to the proliferation of connected TV screens. Almost eight of 10 teenagers say they watch on-demand TV and video daily. Among 60-69s, less than three of 10 do.

Linear TV remains key for many households since, in many cases, it acts as the 'household campfire' in a social respect. The different viewing habits between age groups is a clear indication that linear TV will have to continue to reinvent itself to stay relevant to the younger demos.

The S-VOD effect is strong, with growth attributed to easy-to-use and competitively priced or free services, such as Netflix and YouTube. YouTube boasts higher penetration but with Netflix being a paid-for service, its performance is impressive.

Video on the Go

While Millennials prefer the mobile screen, watching video on mobile devices is not limited to youth. The reach of TV and video content on smartphones has increased significantly over the past few years. Smartphone viewing continues to be driven by short video content, with 33% watching UGC, but S-VOD services are creating an impact, too. About 20% watch longer on-demand content, such as TV series and movies, on their smartphones.

Content Discovery

The decision-making process offers a whole range of options but the final decision of viewers depends on the location, the device at hand, the available services and the available content. For example, watching linear TV creates continued random channel surfing while being on-the-go with only a smartphone at hand drives YouTube viewing. But consumer content preference influences viewing choice, e.g. which series should I watch and to which service should I subscribe? Pre-defined ideas about content drives the consumer to a specific device and service where the content can be accessed.

When people can't find anything to watch and recommendation engines fail to help, they default to a familiar viewing habit despite having



had other viewing ambitions. Defaulting indicates that the service does not cater to the consumer's needs.

Traditional TV has a distinct element of discovery through happy coincidence when flicking between channels. It's common to accidentally find programs people didn't know about but in which they're interested. With on-demand, consumers often feel they already know what's available and wish to be positively surprised. But serendipity is possible for on-demand. It can be created in the practice of linked viewing where friends and family send links to interesting content through social media.

Discovering and remembering content is a challenge. Viewers receive a number of suggestions and recommendations throughout the day but unless they're writing lists or photographing title art, remembering what was worth watching is difficult. Once in front of the TV, 40% still turn to the TV guide. Consumers' appetite for inspiring content discovery isn't met.

Cord-Cutters and Cord-Nevers

One in four consumers studied has cut or shaved their traditional TV service in the past year; 47% of whom reduced or eliminated it for cost-related reasons and 33% not believing they were watching enough TV to justify the cost. Cord-nevers already know how to find content. Half of these consumers believe they will never pay for a managed TV service. They struggle to understand the value behind traditional TV, especially with inflexible packages, long contracts, lots of advertising and high costs. But 22% of them are already paying for TV and video through their OTT services. The cord-nevers, though, spend less time with TV and video content. For them, the focus is on having the means of accessing quality content when they have time to spend watching.

New Business Models

There are three specific areas that influence a consumer's service experience: great content; flexibility; and a high quality overall experience. The desire for quality content isn't new. It's sustained by significantly higher interest and willingness to pay than for other content types.

Accessing content anytime and anywhere is felt by 42% as very important while 33% want a TV/video bundle with unlimited mobile data. And 78% would prefer to get their TV, mobile and Internet service from the same provider.

Consumers understand that advertising is needed to pay for content but more than half say they switch channels to avoid spots while 43% say that they leave to do something else while ads are on. OTT services such as Netflix and Amazon Prime exclude advertising, which creates expectations of the amount of advertising reasonable for on-demand services.

The traditional TV and media offering, with linear channels as the main product and all other features complementary, is being challenged. Consumers want offerings that include a range of added services, such as linear channels, catch-up, and VOD capabilities, all constructed in a seamless way.

Traditional TV has a distinct element of discovery through happy coincidence when flicking between channels.

—BD

Dare to think for yourself

-Voltaire
1694 - 1778



Pippin Technical invites WABE 2015 attendees to meet Telos Alliance thought leaders and Voltair developers, Dr. Barry Blesser, Geoff Steadman, and Cornelius Gould. Attend their presentations and come join them in booth 14 and 15.

TA

THE TELOS ALLIANCE™
Create. Communicate. Connect.



Pippin
Technical

Call toll FREE 888-508-4677 • www.pippintech.com

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

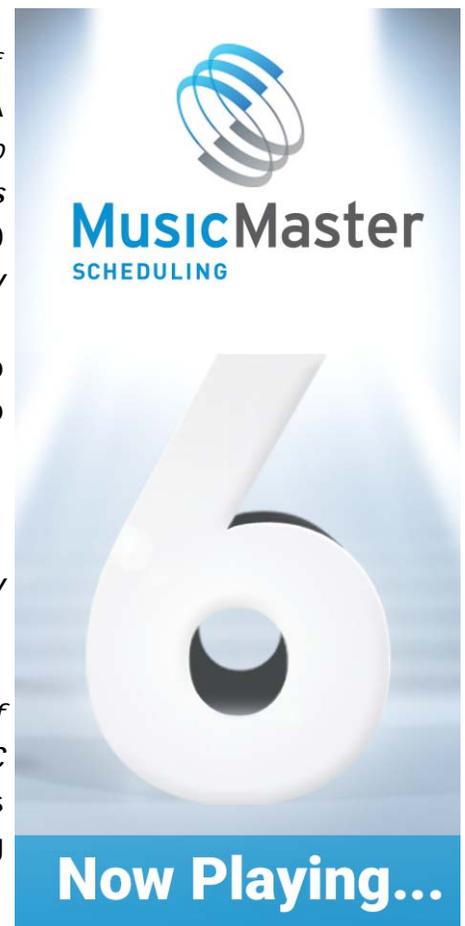
Thursday, October 29, 2015

Volume 23, Number 24

RADIO: Although pureplay music services are enjoying increased streaming, broadcast radio remains the favourite of most Canadian residents. Of 1,505 Canadian-resident adults surveyed, 6-in-10 listen to AM/FM daily. A new study from *Audience Insights Inc.*, conducted for the *Radio's Roadmap to the Future* session at the *Ontario Association of Broadcasters* conference Nov. 10 in Toronto, also found that slightly more than one-in-10 turns to streaming music services daily. The pureplay leaders are *Spotify* with 29% past week listeners among those who listen to streaming services, *Songza* at 17% and the new *Apple Music* at 11%. The OAB session will also look at streaming of AM/FM on smartphones and the interest in listening to FM via smartphone chips...

Andy Kim is the 2016 inductee to the *Canadian Music Industry Hall of Fame*. He'll be honoured at the annual *Canadian Music & Broadcast Industry Awards Gala Dinner* in Toronto May 5...

Nevin Grant's book, *Growing up with the Hits!: Reliving The Best Time of Your Life - 1955-1989*, is now available. Grant, who gained fame as *CKOC Hamilton's* longtime program director, highlights 35 of the greatest years for Top 40 Radio. Each chapter represents one of those years, tackling everything musical, from Pat Boone's white bucks to a *Hammond B-3* organ. For more, click [HERE](#)...



Now Playing...



Commercial Producer - Regina

For Details, or To Apply,

Click [HERE](#).

C95 Regina has raised \$370,000+ for breast cancer research. All proceeds will stay in the province and be devoted specifically to breast cancer research...

The building housing *Country 105/Energy 99.7 Peterborough* was surrounded with 6,500 bras last Friday morning, thanks to volunteers. The bras were donated for the annual *Bras Around The Building* event, organized by the *Canadian Cancer Society*. The *Ontario Lottery and Gaming Corporation* donated \$1 for each donated bra. Listener donations brought the total to \$13,300. The bras were donated to the *Bras For Congo* charity. A similar event was staged at sister station *BOB-FM Lindsay* where 2,350 bras were collected (at a dollar each from *OLG*) plus individual donations garnered \$8,300...



Country 105 (CFDC-FM) Shelburne, the new *Bayshore Broadcasting* station now wrapping up a three-week testing period, is set to launch Monday, Nov. 2. **Rod West** is the operations manager/morning host, paired with **Jill Young** who does news and co-hosts. **Jason McCoy** does 11-1 p.m. and **Bob Bannister** is in afternoons...

CKDM Dauphin, after almost seven decades at their old downtown location, is in the midst of moving to new studios at the town's southern edges. Facilities include a new transmitter and phasing. Broadcasting from the new location is expected to begin Monday.

GENERAL:
GOntario *CRTC* Commissioner **Raj Shoan** has filed another legal action against Chairman *Jean-Pierre Blais*, this one over Blais's naming panels of commissioners to consider and rule on telecom files. Shoan believes Blais has overstepped his authority by appointing only three commissioners rather than all nine. The other case goes back to last spring when the commissioner went to the Federal Court asking for a judicial review over an investigation that found that he'd harassed a *CRTC* employee via e-mail...

The *Jack Webster Foundation* has instituted a new award to be presented Nov. 4 at the 29th Annual *Jack Webster Awards Dinner*. The *Bill Good Award*, named after the 50-year broadcast journalist, honours a B.C. journalist, broadcaster, builder or educator who makes a significant contribution to the field of journalism or the community at large. The first winner is *The Vancouver Sun* columnist **Don Cayo**. **Bill Good** worked at *CKNW Vancouver*, *CTV BC*, *BCTV* and *CBC*...

The U.S. *Federal Communications Commission* has unanimously voted to propose streamlining its foreign ownership rules for radio and television broadcasters who wish to exceed the current 25% limit that triggers FCC

A promotional banner for "The West Block" featuring a job opening for an Executive Producer. The banner includes the "The West Block" logo, the text "We're looking for a talented Executive Producer", a red "INFO HERE" button, and the "Global NEWS" logo.



vetting. Broadcasters can request that a controlling parent company have up to 100% foreign ownership of a broadcast property subject to the FCC's public interest review...

The numbers are in for 2014's stats re smartphones and tablets. The *CRTC* says 67% of Canadians owned a smartphone compared to 62% the year before. Tablet ownership increased to 49% compared to 39% in 2013. The percentage of Canadians who could access fourth-generation (LTE or long-term evolution) wireless networks rose from 81% in 2013 to 93% in 2014. Wireless data usage grew by 15% (mobile applications, multimedia

services, social networking, Internet browsing)...

Roaming fees by wireless carriers within any of its 28 member countries have been banned by the *European Parliament*. Except for exceptional circumstances, European mobile phone users can be required to pay only the same prices when they use their devices abroad as they do when at home...

Profits at *Shaw Communications* fell over the last year. In its latest financial report, Shaw said the 2015 fiscal year was down by nearly 1% as growth stalled in its consumer and media businesses; that despite a 4.7% increase in overall revenue to \$5.49 billion. Shaw saw a fourth-quarter bump in net income, up nearly 44% from a year ago to \$276 million. Much of that bump was from the sale of mobile spectrum to *Rogers Communications*. CEO **Brad Shaw** blames the losses on increased competition and the economic downturn in Alberta...

Slow advertising sales are again blamed for *Corus Entertainment's* quarterly results. Corus said profits in the fourth quarter fell to \$17.8 million from \$23.7 million in the same period last year. Revenue was down 4% to \$193.6 million from \$201.6 million, affected partly by a weaker Canadian dollar. Advertising sales fell 8% to \$78.1 million in the quarter. Corus television revenues slid 3% to \$154.3 million, caused in part by subscriber fees that dropped 1% to \$85.4 million. Radio operations saw revenues drop 6% to \$39.2 million. For the year, Corus posted a loss of \$25.2 million compared to a profit of \$150.4 million in the previous year. In the fiscal 2015 fourth quarter and year-end analyst call, President/CEO **Doug Murphy** elaborated on Corus's three strategic priorities in shifting from a traditional broadcast company to an integrated media and content business: First, own and control more content; two, engage audiences, and; three, expand into new and adjacent markets. As to the rebranding of *ABC Family* to *Freeform* in the U.S. in January, Corus is evaluating whether or not a rebrand of *ABC Spark* is a sensible move for Canada...

Rogers Communications, assisted by *Blue Jays* fever, saw profits grow nearly 40% to \$464 million from \$332 million in the three months ended Sept. 30. Adjusted earnings were 92 cents per share. Revenue in media operations, which include the Jays and its slate of TV channels, grew 8% to \$473 million. Rogers's cable revenues grew 1% to \$871 million. The total cable TV base slid again, falling another 31,000 subscribers, while its Internet customers grew by 24,000 and landline customers fell by 14,000.

REVOLVING DOOR:

Leslie Stojic is the new executive producer of *Global National*. Most recently, she was the senior producer of *CBC-TV's Power and Politics*. She's also been a producer on CBC news specials, election coverage, and *The National*, including the one-on-one interviews by Peter Mansbridge...



Leslie Stojic Rob Brimacombe

Rob Brimacombe, most recently GSM at *News1130 Vancouver*, has re-joined *Corus Radio Vancouver* as a senior account manager. He'd been with News1130 for eight years and, before that, was the sales manager at *CKNW Vancouver*...

Stephanie Domet, the host of *CBC Radio's Mainstreet* from *CBC Halifax*, is leaving to return to her roots as an artist and writer. She's worked at CBC for 13 years and has been host of the afternoon show for the past seven...

Kirk Dickson, after 45 years in the business, retires tomorrow (Friday) from *CKNX Wingham* where he was the news director and on-air anchor. Dickson's stops throughout central and southern Ontario include Stratford, Kitchener, Toronto and Ottawa...

Chris Robitaille, who left *Bell Media Montreal* in 2013, has joined *Evanov Radio* as the engineering and IT technician covering *Jewel 98.5 (CJWL-FM) Ottawa*, *Jewel 92.5 (CHRC-FM) Rockland*, *Jewel 107.7 (CKHK-FM) Hawkesbury*, *Jewel 106.7 (CHSV-FM) Hudson* and *CFMB 1280/CHRF 980 Montreal*...



Chris Robitaille

Jason Redman becomes the *Sirius XM Canada Holdings* CFO, effective Nov. 30. He was *Sirius Canada's* former CFO and oversaw the merger with XM Canada...

Ian MacLennan is the new news director at *Sunshine 89.1 Orillia*, beginning Nov. 2. The former long-time ND at *Corus Barrie/Collingwood*, resigned that post earlier this year...

HAS YOUR E-MAIL ADDRESS CHANGED?

IS IT ABOUT TO?

Keep on receiving your Broadcast Dialogue every week by letting us know if a change has occurred or is coming up.

We want to keep you in the know!

Ingrid@broadcastdialogue.com

Tina Cortese, who became the news director at the *Corus Barrie/Collingwood* radio stations in July of this year, is no longer with the stations...

Alex Rochester is the new morning host at *101.5 Whistler FM*. She has been the Whistler station's music director for a little over a year and is originally from Birmingham, England.

SIGN-OFFS:

Terry LeDrew, 62, in western Newfoundland. She had been a *CBC-TV* journalist and radio producer until her retirement two years ago. LeDrew covered stories in Central Newfoundland and up and down the west coast of the island ranging from Cuban defectors in Gander to court trials in Corner Brook.

Les Stoodley, 75, of leukemia in Edmundston. The long-time *CBC* broadcaster is remembered for his work with recovering alcoholics and known for his 47 years of sobriety and his work with *Alcoholics Anonymous*. Stoodley began his broadcast career in 1963 in Gander, moved to Nova Scotia, and was a host of *CBC's Reach for the Top*. He retired from *CBC* in 2010.

TELEVISION:

The *CRTC* reports that, for the first time, more Canadians subscribe exclusively to mobile wireless services (20%) than to landline phone services (14%). And more households have mobile phones (85%) than landlines (79%). *Netflix* subscription rates among 18-34s rose from 29% in 2013 to 58% in 2014 among Anglophones, and from 7% to 24% for Francophones. Overall viewing of traditional television remains more or less unchanged. The average number of weekly viewing hours for 18+ Canadians slipped from 29.8 in 2011 to 29 in 2014. The 18-34 demo spent less than half the number of hours (20 per week) watching conventional TV compared with those who are 65+ (42 hours per week)...

BCE has filed a motion with the *Federal Court of Appeal* over a disagreement with the *CRTC* about new rules (the "wholesale code") on how TV programmers negotiate the distribution of their own content. The Commission introduced the guidelines last month, saying that they would come into effect Jan. 22. The gist of *BCE's* grievance relates to the *CRTC's* desire to put up some bargaining roadblocks in the power held by the likes of *BCE*, *Rogers* and *Shaw*. In the court filing, *BCE* argues that the Commission can't override the rights of content creators under the Copyright Act. Further, that the regulatory body has no power under the Broadcast Act to oversee the financial terms of relationships between programmers and distributors...

YouTube's top video "partner" creators have been told to sign a revenue-share deal or see their content disappear. Those creators who earn a cut of ad revenue but don't agree to sign up for its new *YouTube Red* \$9.99 ad-free subscription will have their videos hidden from public view. *YouTube's* demand does not include the average person's uploaded clips. Instead, it affects videos by popular comedians, musicians, game commentators and Do It Yourself instructors. *ESPN* has already removed most of its videos from all versions of *YouTube* in the U.S. Its other contracts prevent *ESPN* from being on subscription services such as *YouTube Red*...

Still with *ESPN*, the American sports channel — the most expensive of the basic pay TV channels — is cutting about 300 jobs, about 4.5% of its staff. It, as with other specialty channels, is being challenged by cord-cutters migrating online. Back in August, *ESPN* owner *Disney*, cut its TV profit outlook because of the loss of *ESPN* subscribers...

The *Competition Bureau* says there is no basis to an assertion that competition for ad dollars has been reduced since *Rogers* got exclusive Canadian rights to *NHL* games under a 12-year deal. The Bureau says advertisers have other ways of reaching the same demographics...

Bell Media has applied to disaffiliate its *CFTK-TV Terrace* and *CJDC-TV Dawson Creek* stations, plus their

repeaters, from the *CBC* network effective Feb. 21. If approved, CFTK and CJDC will become *CTV Two* stations. Interventions/comments must be submitted by Nov. 27...

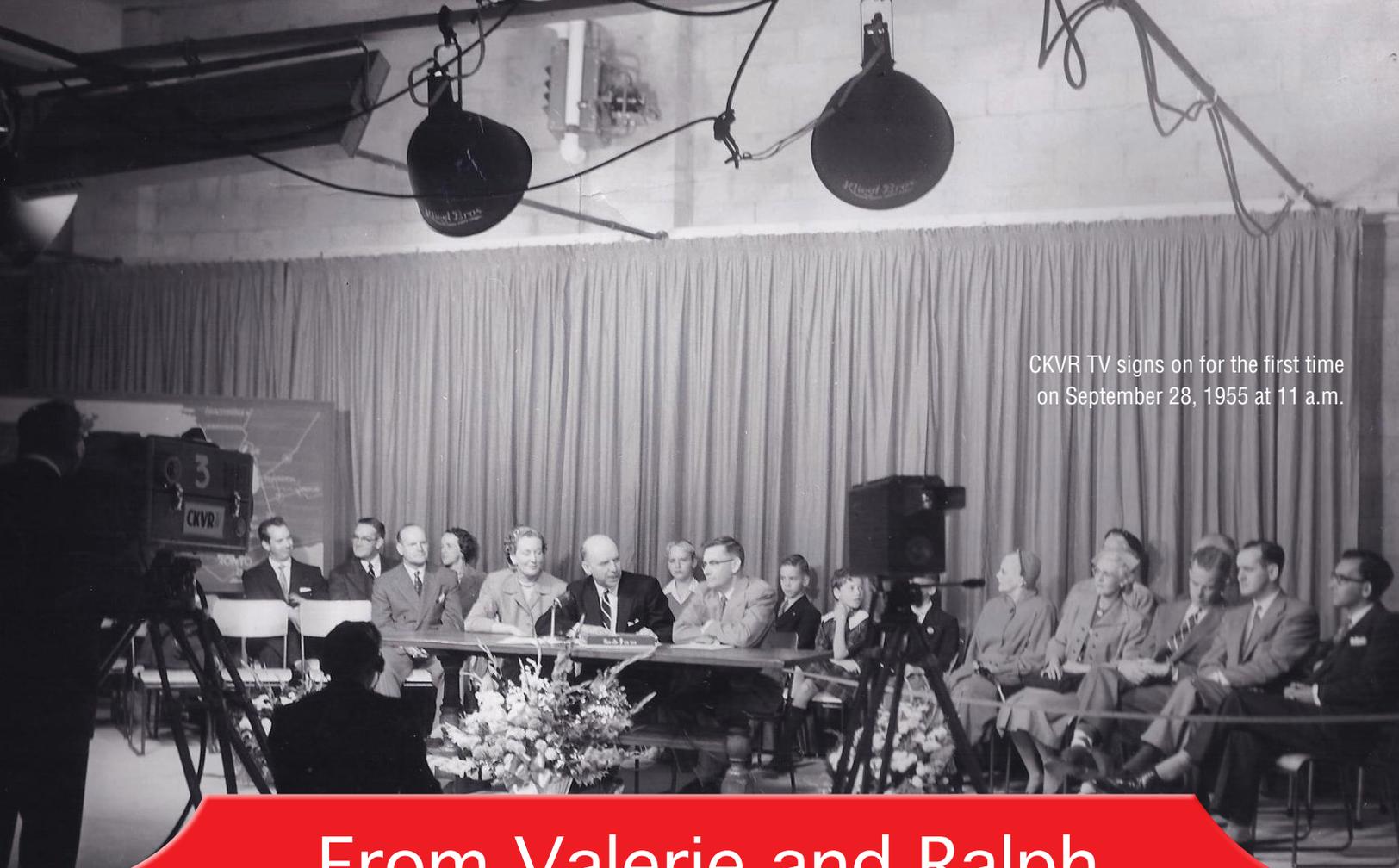
The *Women in Film & Television - Toronto (WIFT-T) Crystal Awards Gala* to be held Dec. 1 will honour:
For Creative Excellence — Christina Piovesan, president/producer, *First Generation Films*
Digital Trailblazer — Lucie Lalumière, COO/GM, *supersonic MINDS*
Mentorship — Ken Dhaliwal, partner, *Dentons LLP*
Outstanding Achievement in Business — Lisa Olfman & Joy Rosen, CEOs/co-founders, *Portfolio Entertainment*
and, Special Jury Award of Distinction — Susan Cavan, president, *Accent Entertainment...*

Peter Chura, a former anchor at *Global Winnipeg*, will run for the Liberals in the next Manitoba provincial election (riding of Seine River). Chura has worked on Parliament Hill, and covered conflicts in Kosovo and Bosnia in the late 1990s...

The *CRTC* has granted *Corus Entertainment's* application to amend *OWN's (Oprah Winfrey Network)* licence so as to allow programming from all categories. The exception is a 10% limit on live sports programming...

Bell Media's Discovery has launched its *Discover GO* app, a five-in-1 package with programming from Discovery, *Animal Planet*, *Investigation Discovery*, *Discovery Science* and *Discovery Velocity*. It now has 4,500 hours of content and will increase that to 7,000 hours by January...

The *World Series* opener was delayed for almost seven minutes during the bottom of the 4th inning between the *Kansas City Royals* and *New York Mets* because power to a *Fox Sports* broadcast truck was knocked out. The game was delayed because the outage put a stop to game officials viewing video replays. Later, Fox Sports called the outage a "*rare electronics failure*" that caused both the primary and backup generators to lose power. The problem resulted in the TV audience missing one at-bat.



CKVR TV signs on for the first time on September 28, 1955 at 11 a.m.

From Valerie and Ralph to CTV Barrie



60 years later, the photo taken on opening day is re-imagined by current staff

CKVR-TV Barrie, Channel 3, signed on just over 60 years ago, September 28, 1955. The V and the R represent station founder Ralph Snelgrove and his wife, Valerie.

A year earlier, in 1954, Snelgrove, the owner of CKBB-AM Barrie, applied to the CBC for a television licence, asking that it be a CBC affiliate. CBC was the regulatory body before being succeeded by the Board of Broadcast Governors (BBG). BBG was itself succeeded by the Canadian Radio-Television and Telecommunications Commission (CRTC).

An element of CBC's rationale for granting the licence to Snelgrove, so the story goes, was that it believed Channel 3 would block out competition in Toronto from WGR-TV Buffalo's Channel 2 and WBEN-TV Buffalo on Channel 4.

It didn't.

CKVR's first broadcast saw the station, its transmitter and 225-foot tower located just south of Barrie with initial coverage north into Muskoka, northwest to Owen Sound and as far as Peterborough to the east. The signal almost reached south to Toronto's northern suburbs.



Bill Harrington, the first CKVR news anchor

In 1957, a 704-foot tower replaced the old one and, after a year, listener response to station activities helped it determine new geographic parameters. It was then being seen in an 80-mile radius of Barrie: Toronto (south), Hamilton (southwest), Peterborough (east), Owen Sound (northwest) and Guelph (west southwest).

In 1964, CKVR's Huntsville re-broadcast transmitter (CKVR-TV-2) went on the air. Later, the station's reach broadened yet again with the addition of re-broadcast transmitters at Parry Sound (CKVR-TV-1) and CKVR-TV-3 Haliburton.

The Barrie station remained a CBC-TV network affiliate after its 1969 sale to CHUM Ltd., the radio company's first TV station.

Early in 1973, the station won permission to increase antenna height again, this time to 1,118 feet. By 1976, it was complete, along with a power bump to 100,000-watts. With that added power, the rebroad transmitters became redundant.

Tragedy Strikes Twice

On September 7, 1977, a twin-engine aircraft bound for Toronto in dense fog with five people aboard dropped altitude to 500 feet, striking CKVR's tower. All five were killed. The tower and antenna were destroyed, as was CKVR's 225-foot auxiliary tower. There was also damage to the main studio building.

Twelve days later, on September 19, a new temporary tower was in place and transmitting. At 8:35 p.m. that evening, a colour bar test pattern was broadcast. Twenty-minutes later, CKVR VP/GM Jack Mattenley went live with a message of sympathy and words of gratitude to viewers. The station operated at 40,000 watts until a new 1,000-foot tower was built in 1978.

On May 31, 1985, an intense tornado cut a swath through Barrie killing 12 people and destroying a number of businesses and homes just a short distance from CKVR's studio and tower. The station aired a day-long fundraising telethon for the victims as well as spending that summer helping people recover and rebuild.



Clearing the crumpled 1,000-foot tower after the crash



TV 3 mobile in the 1970s



CKVR's team of journalists looks at Barrie's recovery on Tornado Aftermath — *Weathering The Storm*, Sat., 8 p.m., ch. 3

Disaffiliation

In 1989, at CBC's request, CKVR applied to disaffiliate from the network. The CRTC denied the request and renewed CKVR's current licence and conditions.

Between then and the next CRTC round on the issue, Ralph T. Snelgrove, 75, the founder of CKVR-TV and CKBB Barrie/CKCB Collingwood, died. Jack Mattenley, the VP/GM, retired in 1991 after 31 years with the station.

CHUM got CRTC approval in 1994 to disaffiliate CKVR from the CBC Television network, becoming an independent station. But the Commission noted that CHUM, with ownership of Citytv Toronto, would have a potentially unfair competitive

TORNADO!
Suddenly a giant black funnel roars out of an approaching thunderstorm and all hell breaks loose.

But that's not how it appeared when a freak tornado tore along a narrow band of pastoral Ontario from Orangeville to Barrie, leaving 12 dead among hundreds stunned and injured in the rubble of their homes. There was no warning, no funnel, no indication of what was coming. Most never knew what hit them.

Exactly one year later, CKVR Television in Barrie, a city of 50,000 that is the gateway to cottage country, presents *Tornado Aftermath* — *Weathering The Storm*, a one-hour news special on what happened.

No one at CKVR recalls seeing any kind of funnel on that fateful day, although the tornado passed just below the station's hilltop site. Tony Panacci, CKVR news director, recalls that the weather bureau had issued "severe weather warnings," and a news team had been hastily dispatched to check out the Orangeville-Grand Valley area.

Panacci did not expect much from the assignment. "It was real calm before the storm," he says. "It was Friday afternoon and some people were out playing Frisbee. Then suddenly the winds picked up, it went dark and a storm passed. But even then it didn't seem like much."

Phones went dead
Sharon Burkhardt, anchor of the evening news, was looking over the story lineup "trying to decide if we should lead with the weather" when, like everyone else at 4:30, she noticed the power failure. The phones went dead and the station suddenly lost its signal.

CKVR general manager Jack Mattenley had left the station early and had already arrived home, in the very path the killer wind was about to take. His wife was upstairs and he was in the living room when the tornado struck.

The only warning, he says, was a weird sound outside. "It was like being in a tunnel when a freight train is coming through. Then it was over. I'd say it was all 50 seconds."

As he stood there, the winds blew in and shingles and lumber passed through the living room. "It was a very dramatic moment," he recalls. "Scared the hell out of the dog."

"The rain was briefly horrendous and I was trying to hang onto things. But by the time you got organized, it's over. I went out on the street to see what had happened and the stuff was still coming down. The air was full of debris — two by fours, four by eights — floating around. Yet the sky had cleared and the sun was shining."

Bad summer storm
Back at the station, none of this was apparent. Only that the power was still off.

"When reporter Kevin Frankish found the phones had gone dead, it occurred to him that they had never done so before during power interruptions. He suggested to Panacci that he and photographer Steve Miller drive a short distance to Ontario Hydro and find out what was up."

"As we got into the car," says Frankish, "it was pouring and very windy, but it still just seemed like a hot summer storm."

Twister!
A year after a freak tornado ripped through the city of Barrie, the local TV news team examines the Tornado Aftermath

Starweek Magazine for May 1986 featuring CKVR's *Weathering The Storm* Special



Jennifer Dean and Jeff Burtch in the Live Eye truck



First broadcast from new newsroom in 1990 with Sharon Burkhart and cameraman Marty Rusk



advantage because of it having two TV stations in the Toronto market. CKVR was (and still is) carried on cable there. The CRTC imposed conditions of licence prohibiting the Barrie station from taking advantage. The plug was pulled on CBC programming in late summer of the following year. Filling in some of the lost CBC air time, CKVR looked to Citytv for 17 hours of programming each week.

On the day viewers noticed the lack of CBC-TV programming (after 40 years of it), CKVR-TV began identifying itself as The New VR. It also gave up its rebroadcast transmitters. To fill in the gap in the CBC's coverage area, CBC opened rebroadcast transmitters of CBLT Toronto at Barrie, Huntsville and Parry Sound.

The New VR became A Channel (Barrie-Toronto) August 2, 2005. Just short of a year later, Bell Globemedia said it would pay \$1.7 billion for CHUM Ltd. The deal would eventually see Bell Globemedia become CTVglobemedia. The CRTC approved the deal June 8, 2007, but with conditions. CTV had to sell off its five Citytv stations in Toronto, Portage La Prairie/Winnipeg, Edmonton, Calgary and Vancouver. Rogers Communications bought them all.

In early 2011, the CRTC approved an application by BCE on behalf of CTVglobemedia, for authority to change effective control to BCE. By April 1, Bell Media was launched and CKVR-TV Barrie was one of CTV's traditional television stations, along with 29 specialty channels, 33 radio stations, Dome Productions, a mobile broadcast facilities provider and dozens of news, sports and entertainment websites, including Sympatico.ca.

In 2012, CKVR won Commission approval for CKVR-DT to add two digital transmitters to serve the areas of Burlington, Fonthill, Fort Erie, Hamilton, Niagara Falls, St. Catharines, Oakville and Welland.

Fast forward to late 2015 and CKVR-TV Barrie, now ID'ed as CTV Barrie (and in Toronto as CTV 2 Toronto-Barrie), remains Central Ontario's only television property serving a core audience in its own region as well as the entire Golden Horseshoe area of Southern Ontario.

—BD